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ABSTRACT

In early 1990, Prince George's Community College (PGCC), in response to declining enrollments, developed an affordable and locally effective geo-demographic cluster system for meeting the college's research and marketing needs. The system, dubbed "PG-TRAK," is based on a model developed 15 years ago as a corporate marketing tool, and involves statistically re-organizing U.S. Census block data according to the natural "clustering" of neighborhoods by stable socioeconomic, cultural, and life-cycle patterns. Life-style clusters, representing demographically inherent segments of the society, could be considered all-purpose sub-markets, each with its own life-style-driven set of attitudes, values and motivations. In developing its customized system, PGCC obtained the complete demographic data set for Prince George's County at the U.S. Census tract level. A cluster analytic procedure was applied to the 90 most relevant demographic variables to reduce them to a marketing-efficient and socially reflective number of clusters (n=24). The system became operational with the cluster-encoding of PGCC's 1985-90 unduplicated credit and non-credit student lists. This three-part manual is intended as an overview of PG-TRAK. Following a brief background and methodological introduction to the system, the manual proceeds with a detailed, cluster-by-cluster data review comprising the cluster "profiles" for each of the 24 geographic areas identified. The manual concludes with a series of supplementary tables comparing all clusters across key variables. (JMC)

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THE PG-TRAK. MANUAL

Using PGCC's Custom Lifestyle Cluster System

MARKET ANALYSIS MA91-3

NOVEMBER 1990



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Prince George's Community College
Office of Institutional Research and Analysis

PRINCE GEORGE'S COMMUNITY COLLEGE
Office of Institutional Research and Analysis

THE PG-TRAK® MANUAL:
USING PGCC'S CUSTOM LIFE-STYLE CLUSTER SYSTEM
Market Analysis MA91-3
November 1990

This manual provides an overview of Prince George's Community College's new policy analysis and educational marketing system -- PG-TRAK®. First, the manual gives a brief background and methodological introduction to PG-TRAK®. Then, it proceeds to the main section, a detailed cluster-by-cluster data review, comprising the cluster "profiles." Finally, it provides a series of supplementary tables comparing all clusters across key variables.

Introduction

Fifteen years ago, Claritas Corporation of Alexandria, Virginia created a powerful new scientific tool for commercial marketing called "geo-demographic analysis." In concept the idea was brilliantly simple -- statistically "re-organize" the entire U.S. Census block data set according to the natural "clustering" of neighborhoods by stable socio-economic, cultural and life-cycle patterns. The results should be a "life-style" typology of the country's neighborhoods linked directly to a specific list of geo-units constituting each "cluster". Life-style clusters, representing demographically inherent segments of the society, could be considered all-purpose sub-markets, each with its own specifiable, life-style-driven set of attitudes, values, motivations and purposes. Furthermore, the direct geographic link to the U.S. Census block system, when put together with computer technology's recent ability to match home addresses with Census blocks, meant that cluster targeting through polling and list analyses were possible, as well as direct cluster-by-cluster phone and mail campaigning.

As one might have expected, the geo-demographic idea proved a great success and grew very popular among marketers. Besides Claritas', there are now six other national cluster systems available and in use by firms like AT&T, Philip Morris and the Washington Post. Unfortunately, use so far has been restricted mainly to large national commercial concerns and organizations. When, for example, institutions of higher education investigate a national cluster system, they almost invariably discover that costs are prohibitive. Furthermore, smaller schools drawing from restricted locales (for example, community colleges and their service counties) often discover that national cluster systems do not do justice to the special demographic and life-style idiosyncracies of their parochial markets.

Early this year, the Office of Institutional Research and Analysis (OIRA) became convinced that utilization of a geo-demographic cluster system would go far toward meeting the College's research and marketing needs during these unsettled enrollment times. OIRA investigated the various available national systems and the problems they pose for community colleges in particular, coming to the conclusion that PGCC could obtain the use of an affordable and locally effective cluster system if it constructed its own customized geo-demographic mechanism based solely of Prince George's County data. The necessary administrative support was procured, a demographic consulting firm engaged, and the work carried out. The result is PG-TRAK®.

The Construction of PG-TRAK®

With the assistance of Targeting Systems, Inc. of Arlington, Virginia, which acts as an agent to non-profit organizations for Claritas, OIRA obtained the complete Claritas PRIZM® demographic data set for Prince George's County at the U.S. Census tract level (one level above block), containing over 140 variables for each of the County's 172 tracts. From this set, the 90 variables most relevant to developing a cluster typology representative of the general sociology of the County were adopted for analysis, supplemented by several special inferential scales constructed out of the 90 to reflect the special requirements of educational marketing -- about 100 variables all told.

These then were indexed to County central tendencies for purposes of scale equalization ($\text{Index} = 100 * [\text{tract}/\text{County}]$) and the indexed tract data subjected to the cluster analytic procedure most generally reliable in the development of marketing typologies, namely, Ward Hierarchical Grouping with Squared Euclidean Distances. Finally, Ward cluster solutions for $n < 36$ were examined, and a semi-formal process balancing within-cluster homogeneity, between-cluster distance and cluster size was carried out, reducing the cluster number to a marketing-efficient and sociologically-reflective $n=24$.

With the October 1990 cluster-encoding of PGCC's 1985-present unduplicated credit and non-credit student lists ($n=90,000$; 83 % address-to-block match) PG-TRAK® is now operational. Current plans call for annual list updating and refinement to the block level by October 1991.

The table which follows defines most of the variables used in our cluster analysis. The table is formatted in exactly the same fashion as the cluster profile tabular reports so it may also be used as a reference in using the profile section of this manual.

Karl Boughan
Research and Planning Analyst

KEY TO CLUSTER VARIABLES

NICKNAME: Nick Name

No. of Households % HHs in County
 No. of Indv Persons % Pers in County
 Rank in HH Size (of 24)

	<u>Index*</u>	<u>Clust**</u>	<u>County***</u>
SES Level (S=0-100) ...	Soc-Eco Status Scale (1)		
Income/Fam - Median ...	Median Annual Family Income		
\$ 0-14,999 - % HHs ...	% Households in Income Group		
\$ 15-34,999 - % HHs ...	% Households in Income Group		
\$ 35-74,999 - % HHs ...	% Households in Income Group		
> \$ 75,000 - % HHs ...	% Households over \$75,000		
> \$ 150,000 - % HHs ...	% Households over \$150,000		
*HH Indebtedness ...	Mortgage-based Bank Debt Scale (2)		
Wht Colr Job - % LF ...	% Labor Force in White Col Jobs		
Upper WCol - % LF ...	% LF in Executive/Prof Positions		
Lower WCol - % LF ...	% LF in Other White Collar Jobs		
Blu Colr Job - % LF ...	% LF in Blue Collar Jobs		
Exec Lvl Job - % LF ...	% LF holding Executive positions		
Prof Lvl Job - % LF ...	% LF working as Professionals		
Skilled Labor - % LF ...	% LF in Crafts and Skilled Work		
In Military - % APS ...	% 18 Yrs + in Armed Services		
Office Sector- % LF ...	% LF Jobs in Private Offices		
Public Sector- % LF ...	% LF Public Sector Jobs		
Sales/Srv Sec- % LF ...	% LF Wholesale/Retail/Service Jobs		
Manuf/Oth Sec- % LF ...	% LF in Manufact/Transp/Agric Jobs		
Empld/Lab Force- % ...	% Labor Force Employed full-time		
Wm Emp/Adlt Wm - % ...	% Employed Women of all Women 16 +		
Two Incomes+ - % HH ...	% Household with Two Employed Adults		
Educat/Yrs - Median ...	Median Yrs in School (Adults 25 Yrs +)		
Not HS Grad - % APS ...	% Adults in Ed Achievement Group		
HS Grad Only- % APS ...	% Adults in Ed Achievement Group		
Some College- % APS ...	% Adults in Ed Achievement Group		
College Grad- % APS ...	% Adults in Ed Achievement Group		
White - % Persons ...	% All Persons White (Self-Described)		
Black - % Persons ...	% All Persons Black (Self-Described)		
Hsp/As/Oth - % Pers ...	% All of Latin/Asian/Pacific/NatAm Origin		
Non-Wh/All - % Pers ...	% All Black/other Non-White (Latin, Etc.)		
W Euro Orig - % Prs ...	% All Brit, Irish, French, N. Euro origin		
Oth Eur Orig- % Prs ...	% All Souther/Eastern European origins		
*Racial Balance ...	Tract-level Racial Balance Scale (3)		

Age/Yrs - Median ... Median Age in Yrs of All Persons
 Age: 0-5 - % Persns ... % All Pers in Age Group
 Age: 6-13 - % Pers ... % All Pers in Age Group
 Age: 14-17 - % Pers ... % All Pers in Age Group
 Age: 18-24 - % Pers ... % All Pers in Age Group
 Age: 25-34 - % Pers ... % All Pers in Age Group
 Age: 35-64 - % Pers ... % All Pers in Age Group
 Age: 65 Yr+ - % Prs ... % All Pers in Age Group

Children/HH - Mean ... Mean Number of >18 Yrs per HH
 Childless HHs - % ... % Households no >18 Yr Persons
 In School/3Yr+-% HH ... % HHs having Children in School
 Married - % Persons ... % All Persons now Married
 *Single Parent Fams ... "Single Parent Family" Scale (4)
 *Public Asst HHs ... "Public Assistance" Scale (5)
 1,2-Pers HHs - % HH ... % One- or Two-Person Households

*Delayed Entry Pers ... "Delayed College Entry" Scale (6)
 *Couples w/o Kids ... "Childless Couples" Scale (7)
 *Pre-Teen Families ... "Families with Pre-Teen Kids" Scale (8)
 *Families w/Teens ... "Families with Teenagers" Scale (9)
 *Lvng Home Families ... "Fams launching Yg Adult Offspring" (10)
 *Empty Nest HHs ... "Married Couples w/ Grown Up Kids" (11)

*Population Density ... Claritas Scale based on Nat'l Deciles
 HH Growth/Yr - Mean ... Mean Yrly Pop. Growth last 5 Yrs
 Commute/Mins.- Mean ... Mean Lab Force Commute in Minutes
 Vehicles/HH - Mean ... Mean No. of Non-Commercial Vehs/HH
 Cur Adrrs <5Yr-%Prs ... % All Pers at Present Address <5 Years
 Resid Lngth/Yr-Mean ... Mean Duration (Yrs) of Current Address
 *Dormitory Presence ... Claritas Note of Signif Presence (Y=1/N=0)
 *Mil Barrack Presnc ... Claritas Note of Signif Presence (Y=1/N=0)

Sngl Unit Dwel-% HH ... % HHs in Detached Single Unit Dwellings
 10+ Unit Dwell-% HH ... % HHs in 10-Unit + Housing Structures
 Hsing Unit Age-Mean ... Mean Yr Age of Housing Structures
 Own/Occ Hsing- % HH ... % HHs both Owning and Occupying Housing
 Rented Housng- % HH ... % Households Renting Housing
 Condo Housing- % HH ... % HHs owning Condominium/Coop dwellings
 HU Mark Valu-Median ... Median Market Value of Non-Rent Housing

Cluster statistic indexed to County statistic [100(cluster/county)]

** Cluster statistic (percent, scale value, etc.) ***County statistic

Inferential Scales (Standardized Results):

- | | |
|--------------------------------------|-----------------------------------|
| (1) Inc\$75K * Upper WCol * Col Grad | (7) Married * No Kid HH |
| (2) Tot Cluster Home-rel Debt/HH | (8) Num Kids * Age<14 |
| (3) 100-ABS(White-NonWhite) [Unstd.] | (9) Num Kids * Age 14-17 |
| (4) Age 18-24 * Unmarried * Num Kids | (10) Age 35-64 * Age 18-24 |
| (5) Inc<\$15K * Unemployd * Num Kids | (11) Married * Age>34 * No Kid HH |
| (6) Age 18-24 * HS Grad | |

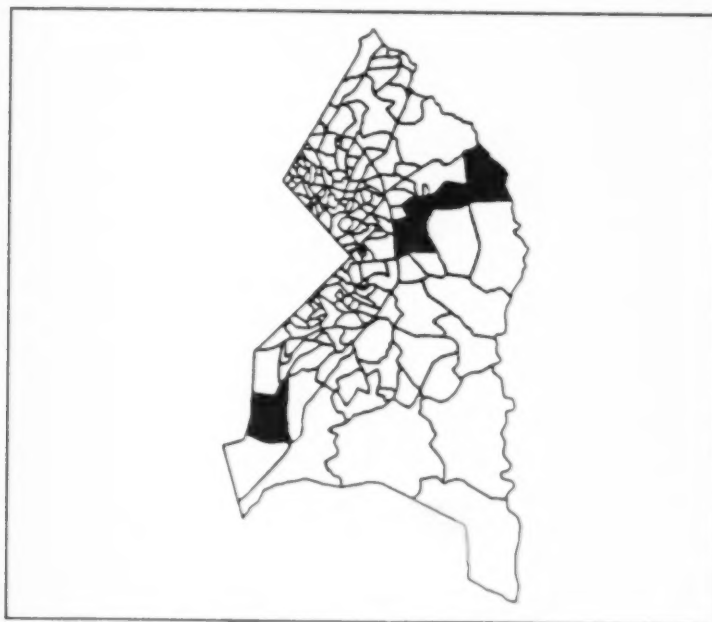
CLUSTER PROFILES

Individual Clusters in Detail

CLUSTER 1: Country Club

Cluster 1 is as close to constituting a suburban gentry as there is in Prince George's County. Geographically concentrated in Tantaillon and parts of the Bowie area, their spacious lawns and neo-Ante Bellum homes situated in the fashionable, fast-growing, semi-rural far suburbs suggest a "country club" life style. Family incomes regularly exceed \$75,000 per annum, and executive and professional careers are common. This is not to say, however, that Cluster 1 affluence and status is founded upon "old money" and aristocratic family connections. (PG County does have something like a genuine Old South elite, but one too small to be discerned at the Census Tract level.) Although almost completely white in racial background, a noticeable minority who can trace their ancestry to Southern and Eastern European immigrants of this century, much of the cluster's affluence is based on two incomes, and while educational levels on average well exceed that of the County as a whole, still fewer than 40 percent of adults hold college degrees. Also, the great majority are relative newcomers to their present addresses, and home mortgage and other credit indebtedness run very high here.

"Country Club" households tend to be large, with many children, especially those in their late 'teens and beginning to leave for college. Parents are usually middle and late middle aged (35-64). There are very few Cluster 1 senior citizens.



CLUSTER 1: ATTRIBUTES BY TYPE

NICKNAME: Country Club

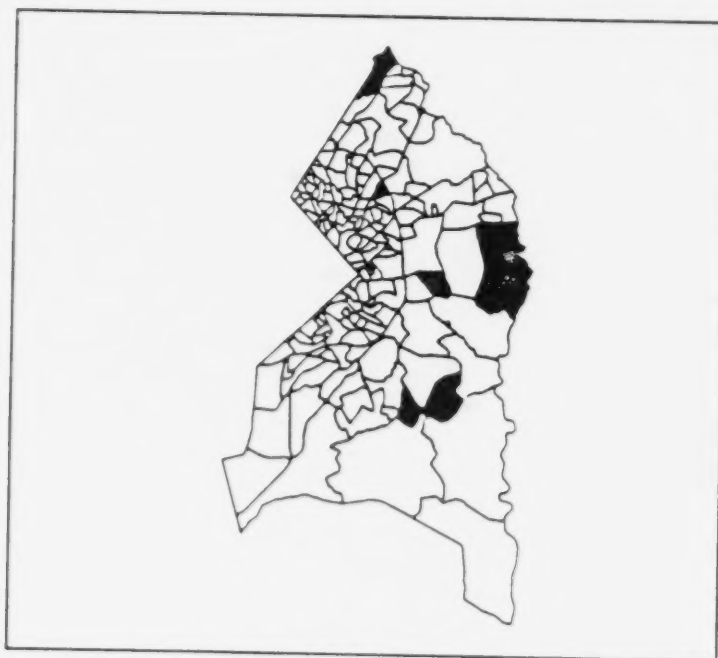
NO. HHs : 10,843 % COUNTY: 4.30
 NO. PERS: 36,101 % COUNTY: 5.16
 HH RANK : 13

SES Level (S=0-100)	<u>Index</u> 135	<u>Clust</u> 66	<u>County</u> 49
Income/Fam - Median	150	\$59,703	\$39,739
\$ 0-14,999 - % HHs	25	3	12
\$ 15-34,999 - % HHs	34	11	32
\$ 35-74,999 - % HHs	133	60	45
> \$ 75,000 - % HHs	236	26	11
> \$ 150,000 - % HHs	200	2	1
*HH Indebtedness	185	70	37
Wht Colr Job - % LF	115	75	65
Upper WCol - % LF	150	39	26
Lower WCol - % LF	92	36	39
Blu Colr Job - % LF	71	25	35
Exec Lvl Job - % LF	150	18	12
Prof Lvl Job - % LF	150	21	14
Skilled Labor - % LF	64	7	11
In Military - % APs	100	2	2
Office Sector- % LF	100	38	38
Public Sector- % LF	109	24	22
Sales/Srv Sec- % LF	106	19	18
Manuf/Oth Sec- % LF	86	19	22
Empld/Lab Force- %	101	68	67
Wm Emp/Adlt Wm - %	97	61	63
Two Incomes+ - % HH	104	97	93
Educat/Yrs - Median	108	14.0	12.9
Not HS Grad - % APs	40	10	25
HS Grad Only- % APs	84	32	38
Some College- % APs	122	22	18
College Grad- % APs	180	36	20
White - % Persons	150	87	58
Black - % Persons	26	10	38
Hsp/As/Oth - % Pers	75	3	4
Non-Wh/All - % Pers	31	13	42
W Euro Orig - % Prs	128	23	18
Oth Eur Orig- % Prs	150	6	4
*Racial Balance	31	26	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	103	32	31
Age: 0-5 - % Persns	78	7	9
Age: 6-13 - % Pers	118	13	11
Age: 14-17 - % Pers	143	10	7
Age: 18-24 - % Pers	77	10	13
Age: 25-34 - % Pers	67	14	21
Age: 35-64 - % Pers	128	41	32
Age: 65 Yr+ - % Prs	71	5	7
Children/HH - Mean	132	2.1	1.6
Childless HHs - %	72	38	53
In School/3Yr+-% HH	133	20	15
Married - % Persons	121	63	52
*Single Parent Fams	101	53	52
*Public Asst HHs	67	23	34
1,2-Pers HHs - % HH	59	27	46
*Delayed Entry Pers	63	12	33
*Couples w/o Kids	90	55	63
*Pre-Teen Families	61	30	52
*Families w/Teens	236	100	40
*Lvng Home Families	142	81	53
*Empty Nest HHs	77	33	44
*Population Density	61	43	70
HH Growth/Yr - Mean	277	2.90	1.05
Commute/Mins.- Mean	107	31	29
Vehicles/HH - Mean	128	2.3	1.8
Cur Addr <5Yr-% Prs	81	44	54
Resid Lngth/Yr-Mean	100	9	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	138	98	71
10+ Unit Dwell-% HH	0	0	17
Hsing Unit Age-Mean	65	15	23
Own/Occ Hsing- % HH	162	84	52
Rented Housng- % HH	33	16	48
Condo Housing- % HH	39	7	18
HU Mark Valu-Median	124	\$140,606	\$113,023

CLUSTER 2: Exurban Dream

Cluster 2s have achieved the exurban version of the American Dream -- high paying jobs, new high value (though heavily mortgaged) homes in a rural setting but still allowing an accessible commute to the city, lots of cars and luxury items, and good shopping and good schools to service their growing families. "Exurban Dreamer" socio-economic status almost matches that of "Country Club" Cluster 1. The main differences are that Cluster 2s tend to live in somewhat less stylish neighborhoods widely scattered outside the Beltway (parts of Laurel, Bowie, Landover, Glenarden and Woodyard), "Exurban Dream" is less exclusively white in racial makeup (82 percent), and their large families tend to be somewhat younger with the balance of children still in their pre-'teen years. (Adults, like those of Cluster 1, are mainly 35-64 year olds.)



CLUSTER 2: ATTRIBUTES BY TYPE

NICKNAME: Exurban Dream

NO. HHs :	9,628	% COUNTY:	3.82
NO. PERs:	31,499	% COUNTY:	4.50
HH RANK :	14		

SES Level (S=0-100)	Index 131	Clust 64	County 49
Income/Fam - Median	148	\$59,011	\$39,739
\$ 0-14,999 - % HHs	25	3	12
\$ 15-34,999 - % HHs	34	11	32
\$ 35-74,999 - % HHs	140	63	45
> \$ 75,000 - % HHs	209	23	11
> \$ 150,000 - % HHs	200	2	1
*HH Indebtedness	160	60	37
Wht Colr Job - % LF	117	76	65
Upper WCol - % LF	154	40	26
Lower WCol - % LF	92	36	39
Blu Colr Job - % LF	69	24	35
Exec Lvl Job - % LF	158	19	12
Prof Lvl Job - % LF	150	21	14
Skilld Labor - % LF	73	8	11
In Military - % APs	100	2	2
Office Sector- % LF	97	37	38
Public Sector- % LF	109	24	22
Sales/Srv Sec- % LF	100	18	18
Manuf/Oth Sec- % LF	95	21	22
Empld/Lab Force- %	107	72	67
Wm Emp/Adlt Wm - %	103	65	63
Two Incomes+ - % HH	104	97	93
Educat/Yrs - Median	106	13.7	12.9
Not HS Grad - % APs	52	13	25
HS Grad Only- % APs	89	34	38
Some College- % APs	117	21	18
College Grad- % APs	165	33	20
White - % Persons	141	82	58
Black - % Persons	37	14	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	43	18	42
W Euro Orig - % Prs	139	25	18
Oth Eur Orig- % Prs	100	4	4
*Racial Balance	43	36	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	100	31	31
Age: 0-5 - % Persns	100	9	9
Age: 6-13 - % Pers	136	15	11
Age: 14-17 - % Pers	129	9	7
Age: 18-24 - % Pers	62	8	13
Age: 25-34 - % Pers	86	18	21
Age: 35-64 - % Pers	119	38	32
Age: 65 Yr+ - % Prs	57	4	7
Children/HH - Mean	126	2.0	1.6
Childless HHs - %	68	36	53
In School/3Yr+-% HH	147	22	15
Married - % Persons	127	66	52
*Single Parent Fams	98	51	52
*Public Asst HHs	60	20	34
1,2-Pers HHs - % HH	59	27	46
*Delayed Entry Pers	58	9	33
*Couples w/o Kids	89	54	63
*Pre-Teen Families	72	36	52
*Families w/Teens	192	81	40
*Lvng Home Families	124	69	53
*Empty Nest HHs	57	25	44
*Population Density	57	40	70
HH Growth/Yr - Mean	309	3.24	1.05
Commute/Mins.- Mean	107	31	29
Vehicles/HH - Mean	128	2.3	1.8
Cur Addr <5Yr-%Prs	91	49	54
Resid Lngth/Yr-Mean	89	8	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	137	97	71
10+ Unit Dwell-% HH	0	0	17
Hsing Unit Age-Mean	57	13	23
Own/Occ Hsing- % HH	165	86	52
Rented Housng- % HH	29	14	48
Condo Housing- % HH	44	8	18
HU Mark Valu-Median	121	\$136,378	\$113,023

CLUSTER 3: Aging Affluence

Cluster 3 contains the highest concentration of persons over the age of 65 of any neighborhood grouping, and also above average percentages of those in later middle age (35-64). And, as one might expect, there are few kids in Cluster 3 households. This tract aggregation leads all but a few in the proportion of childless homes (65 percent) and tops all clusters on our "Empty Nest Syndrome" index.

But these are no economically struggling senior and near-senior citizens, aging though they may be. For Cluster 3 ranks third highest on our measure of overall Socio-Economic Status. The typical "Aging Affluence" household consists of a married couple enjoying an annual income of \$50,000 or better, engaged in or retired from professional careers, and living in one of the more luxurious high rises or condominiums that dot the landscape of the Takoma Park/College Park inner suburbs.



CLUSTER 3: ATTRIBUTES BY TYPE

NICKNAME: Aging Affluence

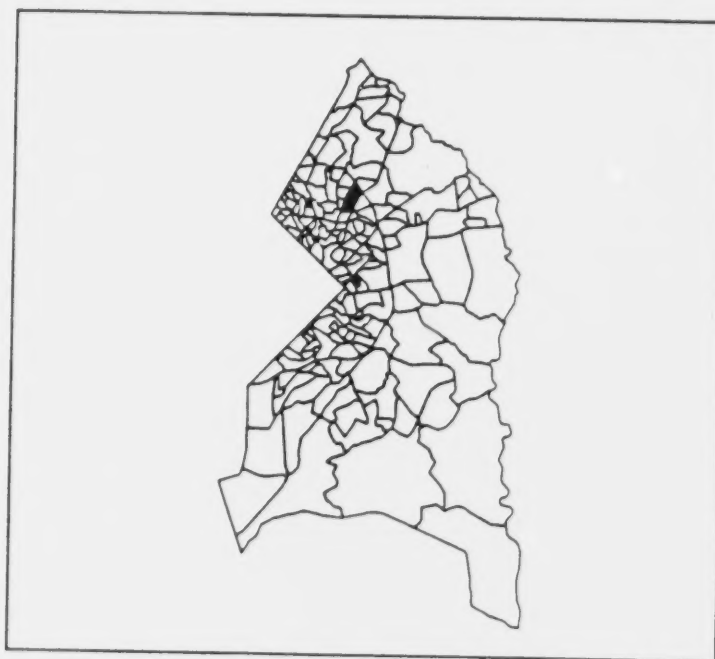
NO. HHs :	6,695	% COUNTY:	2.66
NO. PERS:	18,444	% COUNTY:	2.64
HH RANK :	16		

SES Level (S=0-100)	Index	Clust	County
	129	63	49
Income/Fam - Median	124	\$49,244	\$39,739
\$ 0-14,999 - % HHs	75	9	12
\$ 15-34,999 - % HHs	63	20	32
\$ 35-74,999 - % HHs	113	51	45
> \$ 75,000 - % HHs	182	20	11
> \$ 150,000 - % HHs	200	2	1
*HH Indebtedness	90	33	37
Wht Colr Job - % LF	118	77	65
Upper WCol - % LF	162	42	26
Lower WCol - % LF	90	35	39
Blu Colr Job - % LF	66	23	35
Exec Lvl Job - % LF	125	15	12
Prof Lvl Job - % LF	193	27	14
Skilled Labor - % LF	73	8	11
In Military - % APs	50	1	2
Office Sector- % LF	132	50	38
Public Sector- % LF	86	19	22
Sales/Srv Sec- % LF	78	14	18
Manuf/Oth Sec- % LF	77	17	22
Empld/Lab Force- %	96	64	67
Wm Emp/Adlt Wm - %	89	56	63
Two Incomes+ - % HH	96	89	93
Educat/Yrs - Median	108	14.0	12.9
Not HS Grad - % APs	72	18	25
HS Grad Only- % APs	76	29	38
Some College- % APs	100	18	18
College Grad- % APs	175	35	20
White - % Persons	134	78	58
Black - % Persons	39	15	38
Hsp/As/Oth - % Pers	175	7	4
Non-Wh/All - % Pers	52	22	42
W Euro Orig - % Prs	133	24	18
Oth Eur Orig- % Prs	150	6	4
*Racial Balance	52	44	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	123	38	31
Age: 0-5 - % Persns	78	7	9
Age: 6-13 - % Pers	73	8	11
Age: 14-17 - % Pers	71	5	7
Age: 18-24 - % Pers	77	10	13
Age: 25-34 - % Pers	86	18	21
Age: 35-64 - % Pers	116	37	32
Age: 65 Yr+ - % Prs	229	16	7
Children/HH - Mean	87	1.4	1.6
Childless HHs - %	123	65	53
In School/3Yr+-% HH	87	13	15
Married - % Persons	112	58	52
*Single Parent Fams	66	27	52
*Public Asst HHs	124	42	34
1,2-Pers HHs - % HH	109	50	46
*Delayed Entry Pers	57	9	33
*Couples w/o Kids	141	93	63
*Pre-Teen Families	104	54	52
*Families w/Teens	52	19	40
*Lvng Home Families	60	27	53
*Empty Nest HHs	227	100	44
*Population Density	126	88	70
HH Growth/Yr - Mean	17	.18	1.05
Commute/Mins.- Mean	97	28	29
Vehicles/HH - Mean	105	1.9	1.8
Cur Addr <5Yr-%Prs	63	34	54
Resid Lngth/Yr-Mean	156	14	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	127	90	71
10+ Unit Dwell-% HH	18	3	17
Hsing Unit Age-Mean	130	30	23
Own/Occ Hsing- % HH	150	78	52
Rented Housng- % HH	46	22	48
Condo Housing- % HH	44	8	18
HU Mark Valu-Median	120	\$135,502	\$113,023

CLUSTER 4: Sophisticate Mix

Prince George's seems to attract fewer Capitol Hill and K Street upper echelon workers than does Montgomery, but those who do come to live here tend to flock together, forming the small but interesting fourth cluster. "Sophisticate Mix" combines up-and-coming 25-34 year olds whom the press would probably term "Yuppies" with a block of older, more established professional people in their late thirties to retirement age. Both groups share very high degrees of educational attainment (rank 1 in percent college graduates), top level careers like physician, lawyer or academic (rank 1 in percent professional occupation), a mostly child-free lifestyle (rank 1 no kids in household), and the tendency to rent apartments or buy condominiums (also rank 1) in the more exclusive culture-oriented sections of near-Takoma Park and around UMCP.



CLUSTER 4: ATTRIBUTES BY TYPE

NICKNAME: Sophistocate Mix

NO. HHs :	1,500	% COUNTY:	.60
NO. PERs:	2,878	% COUNTY:	.41
HH RANK :	22		

	<u>Index</u>	<u>Clust</u>	<u>County</u>
SES Level (S=0-100)	149	73	49
Income/Fam - Median	93	\$36,962	\$39,739
\$ 0-14,999 - % HHs	108	13	12
\$ 15-34,999 - % HHs	109	35	32
\$ 35-74,999 - % HHs	84	38	45
> \$ 75,000 - % HHs	127	14	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	78	28	37
Wht Colr Job - % LF	131	85	65
Upper WCol - % LF	192	50	26
Lower WCol - % LF	90	35	39
Blu Colr Job - % LF	43	15	35
Exec Lvl Job - % LF	133	16	12
Prof Lvl Job - % LF	243	34	14
Skilld Labor - % LF	36	4	11
In Military - % APs	50	1	2
Office Sector- % LF	158	60	38
Public Sector- % LF	91	20	22
Sales/Srv Sec- % LF	56	10	18
Manuf/Oth Sec- % LF	50	11	22
Emplyd/Lab Force- %	106	71	67
Wm Emp/Adlt Wm - %	105	66	63
Two Incomes+ - % HH	100	93	93
Educat/Yrs - Median	128	16.5	12.9
Not HS Grad - % APs	20	5	25
HS Grad Only- % APs	45	17	38
Some College- % APs	111	20	18
College Grad- % APs	290	58	20
White - % Persons	150	87	58
Black - % Persons	18	7	38
Hsp/As/Oth - % Pers	150	6	4
Non-Wh/All - % Pers	31	13	42
W Euro Orig - % Prs	128	23	18
Oth Eur Orig- % Prs	225	9	4
*Racial Balance	31	26	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	110	34	31
Age: 0-5 - % Persns	44	4	9
Age: 6-13 - % Pers	27	3	11
Age: 14-17 - % Pers	29	2	7
Age: 18-24 - % Pers	100	13	13
Age: 25-34 - % Pers	157	33	21
Age: 35-64 - % Pers	106	34	32
Age: 65 Yr+ - % Prs	143	10	7
Children/HH - Mean	39	.6	1.6
Childless HHs - %	157	83	53
In School/3Yr+-% HH	87	13	15
Married - % Persons	96	50	52
*Single Parent Fams	30	0	52
*Public Asst HHs	40	14	34
1,2-Pers HHs - % HH	163	75	46
*Delayed Entry Pers	42	0	33
*Couples w/o Kids	150	100	63
*Pre-Teen Families	185	100	52
*Families w/Teens	8	0	40
*Lvng Home Families	30	8	53
*Empty Nest HHs	201	89	44
*Population Density	120	84	70
HH Growth/Yr - Mean	34	.36	1.05
Commute/Mins.- Mean	79	23	29
Vehicles/HH - Mean	84	1.5	1.8
Cur Addr <5Yr-% Prs	124	67	54
Resid Lngth/Yr-Mean	67	6	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	61	43	71
10+ Unit Dwell-% HH	282	48	17
Hsing Unit Age-Mean	87	20	23
Own/Occ Hsing- % HH	44	23	52
Rented Housng- % HH	160	77	48
Condo Housing- % HH	283	51	18
HU Mark Valu-Median	116	\$130,745	\$113,023

CLUSTER 5: Beltway Havens

Cluster 5 spells solid suburban comfort, if not actual affluence. "Beltway Havens" represents the nicer mostly white neighborhoods bordering the Capitol Beltway (parts of Adelphi, Beltsville, Landover and Oxon Hill areas) -- aging medium-sized families with somewhat above average proportions of children in their late 'teens and adults of later middle age, many already in the grips of the "Empty Nest Syndrome," living in upper middle valued privately owned homes on medium lots, and surrounded by shopping malls, schools and traffic.

Whereas jobs in Clusters 1 and 2 are predominantly at the executive level, the majority of those held by "Beltway Havens" bread-winners are middle management, with a significant minority of Cluster 5s doing more modest lower white collar work. Correspondingly, educational levels are less impressive too.



CLUSTER 5: ATTRIBUTES BY TYPE

NICKNAME: Beltway Havens

NO. HHs : 11,745 % COUNTY: 4.66
 NO. PERS: 34,661 % COUNTY: 4.96
 HH RANK : 12

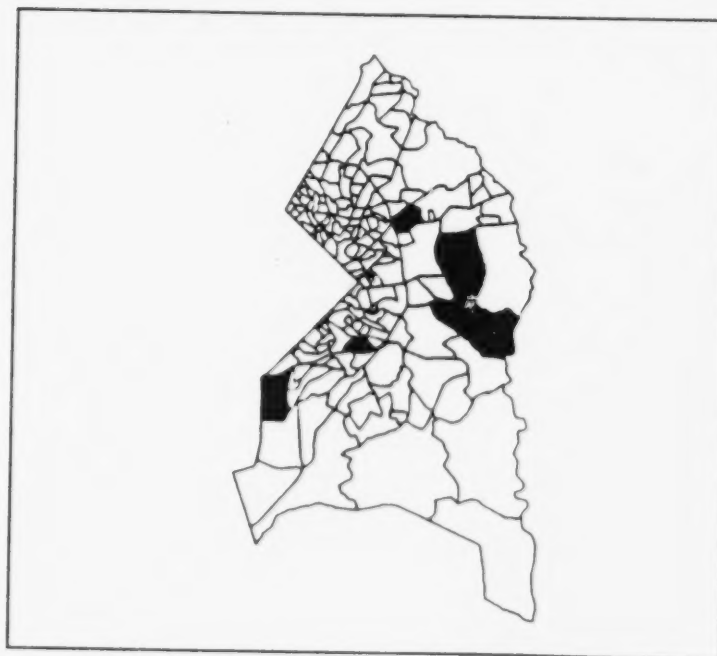
SES Level (S=0-100)	<u>Index</u> 120	<u>Clust</u> 59	<u>County</u> 49
Income/Fam - Median	136	\$54,031	\$39,739
\$ 0-14,999 - % HHs	42	5	12
\$ 15-34,999 - % HHs	56	18	32
\$ 35-74,999 - % HHs	120	54	45
> \$ 75,000 - % HHs	209	23	11
> \$ 150,000 - % HHs	200	2	1
*HH Indebtedness	92	33	37
Wht Colr Job - % LF	115	75	65
Upper WCol - % LF	127	33	26
Lower WCol - % LF	108	42	39
Blu Colr Job - % LF	71	25	35
Exec Lvl Job - % LF	125	15	12
Prof Lvl Job - % LF	129	18	14
Skilld Labor - % LF	91	10	11
In Military - % APs	50	1	2
Office Sector- % LF	105	40	38
Public Sector- % LF	91	20	22
Sales/Srv Sec- % LF	106	19	18
Manuf/Oth Sec- % LF	95	21	22
Emplyd/Lab Force- %	104	70	67
Wm Emp/Adlt Wm - %	102	64	63
Two Incomes+ - % HH	102	95	93
Educat/Yrs - Median	102	13.1	12.9
Not HS Grad - % APs	60	15	25
HS Grad Only- % APs	97	37	38
Some College- % APs	106	19	18
College Grad- % APs	150	30	20
White - % Persons	147	85	58
Black - % Persons	26	10	38
Hsp/As/Oth - % Pers	125	5	4
Non-Wh/All - % Pers	36	15	42
W Euro Orig - % Prs	139	25	18
Oth Eur Orig- % Prs	150	6	4
*Racial Balance	36	30	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	110	34	31
Age: 0-5 - % Persns	67	6	9
Age: 6-13 - % Pers	91	10	11
Age: 14-17 - % Pers	114	8	7
Age: 18-24 - % Pers	100	13	13
Age: 25-34 - % Pers	71	15	21
Age: 35-64 - % Pers	128	41	32
Age: 65 Yr+ - % Prs	86	6	7
Children/HH - Mean	107	1.7	1.6
Childless HHs - %	102	54	53
In School/3Yr+-% HH	100	15	15
Married - % Persons	113	59	52
*Single Parent Fams	84	41	52
*Public Asst HHs	71	24	34
1,2-Pers HHs - % HH	85	39	46
*Delayed Entry Pers	98	31	33
*Couples w/o Kids	118	76	63
*Pre-Teen Families	89	46	52
*Families w/Teens	127	52	40
*Lvng Home Families	130	73	53
*Empty Nest HHs	154	67	44
*Population Density	100	70	70
HH Growth/Yr - Mean	56	.59	1.05
Commute/Mins.- Mean	86	25	29
Vehicles/HH - Mean	122	2.2	1.8
Cur Addr <5Yr-%Prs	70	38	54
Resid Lngth/Yr-Mean	122	11	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	121	86	71
10+ Unit Dwell-% HH	65	11	17
Hsing Unit Age-Mean	87	20	23
Own/Occ Hsing- % HH	146	76	52
Rented Housng- % HH	50	24	48
Condo Housing- % HH	44	8	18
HU Mark Valu-Median	122	\$137,374	\$113,023

CLUSTER 6: Rainbow Manor

Jesse Jackson dreamed of a "Rainbow Coalition" of whites and minorities living and working side-by-side in freedom and prosperity. This vision is pretty much already realized in Cluster 6, which consists exclusively of solidly middle class homeowners residing in racially balanced Census Tracts (no unit is less than 40 percent black nor more than 55 percent minority). Recently having taken root in fast growing areas of Kettering, Glenarden, Oxon Hill and parts of the southern "inside-the-Beltway" crescent, Prince George's County may be unique in the nation in exhibiting a discernable grouping of such neighborhoods.

Socio-economically, "Rainbow Manor's" household income (annual median \$55,000) tends to run somewhat ahead of its occupational status (even mix of upper and lower white collar employment) and way ahead of its level of collective educational attainment (only 22 percent can claim a college diploma). The cluster's typical family is quite large, with a disproportionate number of children of late teenage and an even greater disproportion of early 'teens. Some economic anxiety is present due to large home-related indebtedness.



CLUSTER 6: ATTRIBUTES BY TYPE

NICKNAME: Rainbow Manor

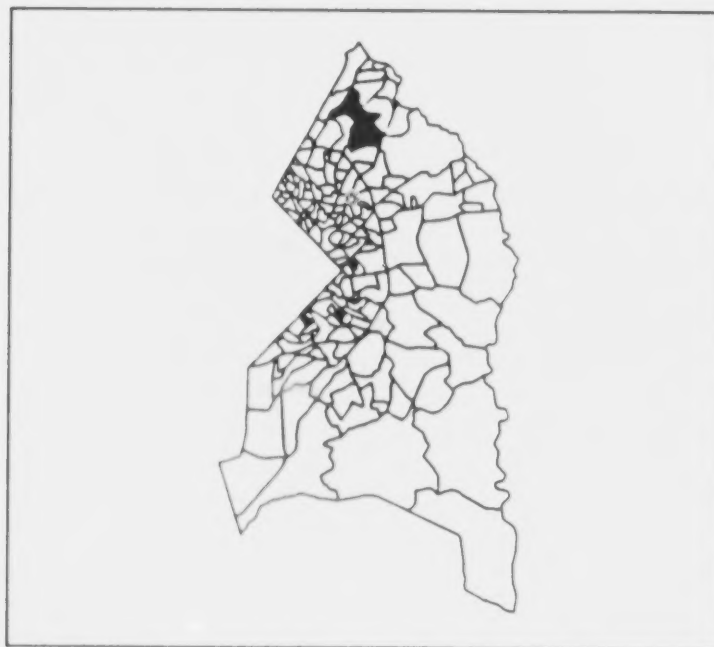
NO. HHs :	8,509	% COUNTY:	3.38
NO. PERs:	27,642	% COUNTY:	3.95
HH RANK :	15		

SES Level (S=0-100)	<u>Index</u> 116	<u>Clust</u> 57	<u>County</u> 49
Income/Fam - Median	139	\$55,209	\$39,739
\$ 0-14,999 - % HHs	50	6	12
\$ 15-34,999 - % HHs	50	16	32
\$ 35-74,999 - % HHs	127	57	45
> \$ 75,000 - % HHs	191	21	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	203	77	37
Wht Colr Job - % LF	106	69	65
Upper WCol - % LF	112	29	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	89	31	35
Exec Lvl Job - % LF	125	15	12
Prof Lvl Job - % LF	100	14	14
Skilled Labor - % LF	91	10	11
In Military - % APs	50	1	2
Office Sector- % LF	89	34	38
Public Sector- % LF	109	24	22
Sales/Srv Sec- % LF	94	17	18
Manuf/Oth Sec- % LF	114	25	22
Empld/Lab Force- %	107	72	67
Wm Emp/Adlt Wm - %	108	68	63
Two Incomes+ - % HH	103	96	93
Educat/Yrs - Median	102	13.2	12.9
Not HS Grad - % APs	72	18	25
HS Grad Only- % APs	100	38	38
Some College- % APs	117	21	18
College Grad- % APs	110	22	20
White - % Persons	88	51	58
Black - % Persons	118	45	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	117	49	42
W Euro Orig - % Prs	83	15	18
Oth Eur Orig- % Prs	75	3	4
*Racial Balance	117	98	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	100	31	31
Age: 0-5 - $\frac{1}{2}$ Persns	89	8	9
Age: 6-13 - $\frac{1}{2}$ Pers	127	14	11
Age: 14-17 - $\frac{1}{2}$ Pers	129	9	7
Age: 18-24 - $\frac{1}{2}$ Pers	69	9	13
Age: 25-34 - $\frac{1}{2}$ Pers	81	17	21
Age: 35-64 - $\frac{1}{2}$ Pers	119	38	32
Age: 65 Yr+ - $\frac{1}{2}$ Prs	57	4	7
Children/HH - Mean	126	2.0	1.6
Childless HHs - $\frac{1}{2}$	77	41	53
In School/3Yr+- $\frac{1}{2}$ HH	133	20	15
Married - $\frac{1}{2}$ Persons	117	61	52
*Single Parent Fams	102	54	52
*Public Asst HHs	79	27	34
1,2-Pers HHs - $\frac{1}{2}$ HH	67	31	46
*Delayed Entry Pers	76	19	33
*Couples w/o Kids	93	57	63
*Pre-Teen Families	73	36	52
*Families w/Teens	177	74	40
*Lvng Home Families	122	68	53
*Empty Nest HHs	77	33	44
*Population Density	80	56	70
HH Growth/Yr - Mean	183	1.92	1.05
Commute/Mins.- Mean	107	31	29
Vehicles/HH - Mean	128	2.3	1.8
Cur Addr <5Yr- $\frac{1}{2}$ Prs	91	49	54
Resid Lngth/Yr-Mean	89	8	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell- $\frac{1}{2}$ HH	132	94	71
10+ Unit Dwell- $\frac{1}{2}$ HH	12	2	17
Hsing Unit Age-Mean	70	16	23
Own/Occ Hsing- $\frac{1}{2}$ HH	152	79	52
Rented Housng- $\frac{1}{2}$ HH	44	21	48
Condo Housing- $\frac{1}{2}$ HH	56	10	18
HU Mark Valu-Median	118	\$133,106	\$113,023

CLUSTER 7: Government Mix

Working for the nation's government has proved a major track out of poverty and into the middle class for many minority persons. Cluster 7 picks up those neighborhoods with special concentrations of federal workers. These turn out to be racially mixed areas mostly in the southern inner suburbs (but also in Beltsville near NASA) featuring an aging adult population, making pretty good money (often the result of high job seniority) in spite of the lack of a college degree in four of five cases, and living in very settled neighborhoods of older but still nice detached housing stock. Families are medium in size; children here are mostly pre-college 'teens. But many residents of "Government Mix" neighborhoods have already lost their kids to college, work or marriage, and a significant minority of adults have already reached retirement.



CLUSTER 7: ATTRIBUTES BY TYPE

NICKNAME: Government Mix

NO. HHs :	1,476	% COUNTY:	.59
NO. PERs:	4,365	% COUNTY:	.62
HH RANK :	23		

SES Level (S=0-100)	<u>Index</u>	<u>Clust</u>	<u>County</u>
	112	55	49
Income/Fam - Median	127	\$50,342	\$39,739
\$ 0-14,999 - % HHs	75	9	12
\$ 15-34,999 - % HHs	59	19	32
\$ 35-74,999 - % HHs	131	59	45
> \$ 75,000 - % HHs	127	14	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	47	16	37
Wht Colr Job - % LF	111	72	65
Upper WCol - % LF	115	30	26
Lower WCol - % LF	108	42	39
Blu Colr Job - % LF	80	28	35
Exec Lvl Job - % LF	125	15	12
Prof Lvl Job - % LF	107	15	14
Skilled Labor - % LF	64	7	11
In Military - % APs	50	1	2
Office Sector- % LF	100	38	38
Public Sector- % LF	150	33	22
Sales/Srv Sec- % LF	67	12	18
Manuf/Oth Sec- % LF	77	17	22
Empld/Lab Force- %	99	66	67
Wm Emp/Adlt Wm - %	103	65	63
Two Incomes+ - % HH	96	89	93
Educat/Yrs - Median	100	12.9	12.9
Not HS Grad - % APs	80	20	25
HS Grad Only- % APs	108	41	38
Some College- % APs	111	20	18
College Grad- % APs	95	19	20
White - % Persons	76	44	58
Black - % Persons	142	54	38
Hsp/As/Oth - % Pers	50	2	4
Non-Wh/All - % Pers	133	56	42
W Euro Orig - % Prs	100	18	18
Oth Eur Orig- % Prs	75	3	4
*Racial Balance	105	88	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	116	36	31
Age: 0-5 - % Persns	78	7	9
Age: 6-13 - % Pers	100	11	11
Age: 14-17 - % Pers	114	8	7
Age: 18-24 - % Pers	69	9	13
Age: 25-34 - % Pers	62	13	21
Age: 35-64 - % Pers	131	42	32
Age: 65 Yr+ - % Prs	143	10	7
Children/HH - Mean	106	1.7	1.6
Childless HHs - %	102	54	53
In School/3Yr+-% HH	120	18	15
Married - % Persons	113	59	52
*Single Parent Fams	84	40	52
*Public Asst HHs	158	53	34
1,2-Pers HHs - % HH	87	40	46
*Delayed Entry Pers	75	18	33
*Couples w/o Kids	120	78	63
*Pre-Teen Families	78	39	52
*Families w/Teens	121	50	40
*Lvng Home Families	90	47	53
*Empty Nest HHs	177	78	44
*Population Density	110	77	70
HH Growth/Yr - Mean	91	.96	1.05
Commute/Mins.- Mean	114	33	29
Vehicles/HH - Mean	114	2.0	1.8
Cur Addr <5Yr-%Prs	48	26	54
Resid Lngth/Yr-Mean	144	13	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	135	96	71
10+ Unit Dwell-% HH	0	0	17
Hsing Unit Age-Mean	117	27	23
Own/Occ Hsing- % HH	160	83	52
Rented Housng- % HH	35	17	48
Condo Housing- % HH	50	9	18
HU Mark Valu-Median	107	\$121,086	\$113,023

CLUSTER 8: Bright Beginnings

This is the single largest lifestyle group in the County and may well represent Prince George's future. Although many Cluster 7s are old enough to have teenaged children (the cluster shows a slightly above average concentration of kids 14-17 years old), what really gives this set of neighborhoods its special character is the high proportion of recent college graduates living here. "Bright Beginnings" features well-educated new families and young singles looking to settle down and start up. Their current salaries are on the lower side (the modal annual income interval is \$15,000-35,000) but they are only at the beginnings of their adult lives and their future prospects are bright indeed. Most are already launched on professional and business careers, usually involving high-tech skills, and the sky seems the only limit. For the moment, however, they are husbanding their resources and choose to reside in the less expensive high growth suburbs near their high-tech jobs (especially the Beltsville, Laurel, Bowie and Largo/Kettering areas -- PGCC is in a "Bright Beginnings" tract), where they rent low-rise apartments or purchase modest condos.



CLUSTER 8: ATTRIBUTES BY TYPE

NICKNAME: Bright Beginnings

NO. HHs : 26,792 ‡ COUNTY: 10.63
 NO. PERs: 62,356 ‡ COUNTY: 8.92
 HH RANK : 1

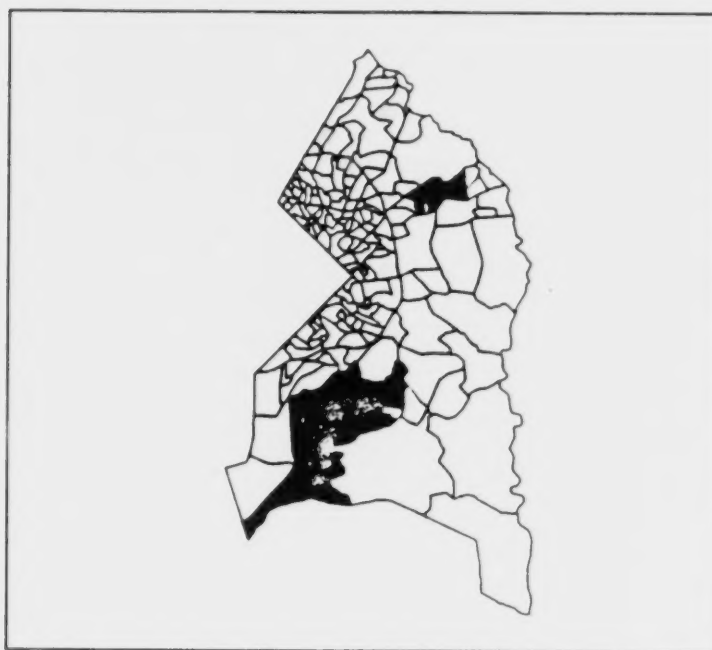
SES Level (S=0-100)	<u>Index</u> 110	<u>Clust</u> 54	<u>County</u> 49
Income/Fam - Median	94	\$37,320	\$39,739
\$ 0-14,999 - ‡ HHs	67	8	12
\$ 15-34,999 - ‡ HHs	116	37	32
\$ 35-74,999 - ‡ HHs	102	46	45
> \$ 75,000 - ‡ HHs	73	8	11
> \$ 150,000 - ‡ HHs	100	1	1
*HH Indebtedness	150	56	37
Wht Colr Job - ‡ LF	109	71	65
Upper WCol - ‡ LF	123	32	26
Lower WCol - ‡ LF	100	39	39
Blu Colr Job - ‡ LF	83	29	35
Exec Lvl Job - ‡ LF	117	14	12
Prof Lvl Job - ‡ LF	129	18	14
Skilled Labor - ‡ LF	100	11	11
In Military - ‡ APs	50	1	2
Office Sector- ‡ LF	105	40	38
Public Sector- ‡ LF	86	19	22
Sales/Srv Sec- ‡ LF	100	18	18
Manuf/Oth Sec- ‡ LF	105	23	22
Empld/Lab Force- ‡	115	77	67
Wm Emp/Adlt Wm - ‡	116	73	63
Two Incomes+ - ‡ HH	103	96	93
Educat/Yrs - Median	105	13.6	12.9
Not HS Grad - ‡ APs	52	13	25
HS Grad Only- ‡ APs	89	34	38
Some College- ‡ APs	117	21	18
College Grad- ‡ APs	155	31	20
White - ‡ Persons	140	81	58
Black - ‡ Persons	39	15	38
Hsp/As/Oth - ‡ Pers	100	4	4
Non-Wh/All - ‡ Pers	45	19	42
W Euro Orig - ‡ Prs	128	23	18
Oth Eur Orig- ‡ Prs	150	6	4
*Racial Balance	45	38	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	94	29	31
Age: 0-5 - % Persns	100	9	9
Age: 6-13 - % Pers	82	9	11
Age: 14-17 - % Pers	71	5	7
Age: 18-24 - % Pers	123	16	13
Age: 25-34 - % Pers	143	30	21
Age: 35-64 - % Pers	84	27	32
Age: 65 Yr+ - % Prs	57	4	7
Children/HH - Mean	66	1.1	1.6
Childless HHs - %	121	64	53
In School/3Yr+-% HH	87	13	15
Married - % Persons	100	52	52
*Single Parent Fams	78	36	52
*Public Asst HHs	43	15	34
1,2-Pers HHs - % HH	130	60	46
*Delayed Entry Pers	113	40	33
*Couples w/o Kids	123	80	63
*Pre-Teen Families	169	91	52
*Families w/Teens	41	14	40
*Lvng Home Families	87	45	53
*Empty Nest HHs	86	38	44
*Population Density	86	60	70
HH Growth/Yr - Mean	157	1.65	1.05
Commute/Mins.- Mean	97	28	29
Vehicles/HH - Mean	97	1.7	1.8
Cur Addr <5Yr-%Prs	139	75	54
Resid Lngth/Yr-Mean	56	5	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	69	49	71
10+ Unit Dwell-% HH	229	39	17
Hsing Unit Age-Mean	61	14	23
Own/Occ Hsing- % HH	42	22	52
Rented Housng- % HH	163	78	48
Condo Housing- % HH	172	31	18
HU Mark Valu-Median	122	\$138,031	\$113,023

CLUSTER 9: Homesteaders

Until the last decade, the County's large southeast region was relatively unsettled. This was Prince George's frontier area. Then came a healthy influx of service companies and light industrial concerns, opening up many lower white collar and skilled blue collar jobs, followed by the people to fill them and the suburban tract developments to house them. Because of the newness and rawness of this fast growing territory, we call these folk the "Homesteaders" and it is their neighborhoods which make up the ninth Cluster.

"Homesteader" adults are predominantly white (74 percent), middle aged, and take home on average about \$13,000 more each year per family than the randomly selected PG household, even though fewer than one in five holds a college degree. Their homes are spanking new, of middling value, and hold largish families consisting of children of all ages. One cloud on the otherwise clear horizon is that Cluster 9s have gone into hock more than any other lifestyle grouping to finance their dreams.



CLUSTER 9: ATTRIBUTES BY TYPE

NICKNAME: Homesteaders

NO. HHs : 14,589 % COUNTY: 5.79
 NO. PERs: 46,869 % COUNTY: 6.70
 HH RANK : 6

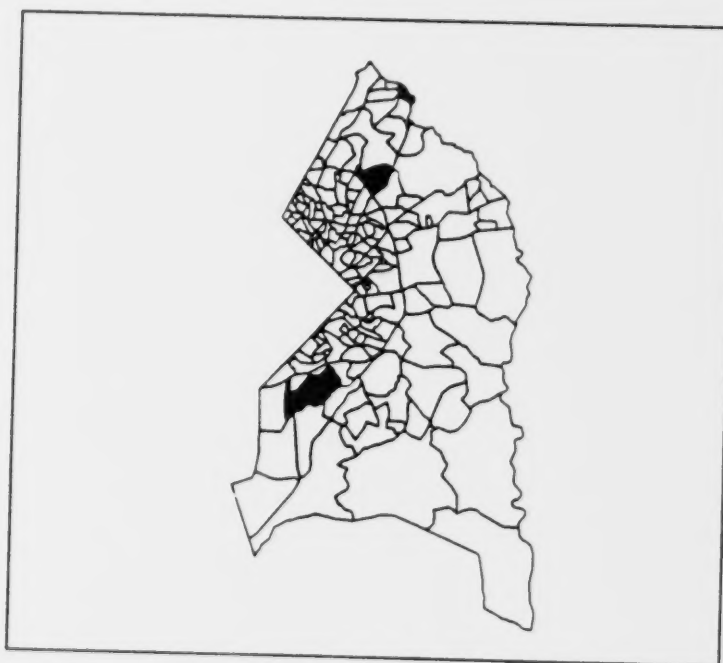
SES Level (S=0-100)	Index 110	Clust 54	County 49
Income/Fam - Median	131	\$52,156	\$39,739
\$ 0-14,999 - % HHs	50	6	12
\$ 15-34,999 - % HHs	53	17	32
\$ 35-74,999 - % HHs	136	61	45
> \$ 75,000 - % HHs	145	16	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	260	99	37
Wht Colr Job - % LF	103	67	65
Upper WCol - % LF	104	27	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	94	33	35
Exec Lvl Job - % LF	108	13	12
Prof Lvl Job - % LF	100	14	14
Skilled Labor - % LF	127	14	11
In Military - % APs	100	2	2
Office Sector- % LF	89	34	38
Public Sector- % LF	123	27	22
Sales/Srv Sec- % LF	94	17	18
Manuf/Oth Sec- % LF	105	23	22
Empld/Lab Force- %	101	68	67
Wm Emp/Adlt Wm - %	98	62	63
Two Incomes+ - % HH	102	95	93
Educat/Yrs - Median	99	12.7	12.9
Not HS Grad - % APs	84	21	25
HS Grad Only- % APs	108	41	38
Some College- % APs	100	18	18
College Grad- % APs	95	19	20
White - % Persons	128	74	58
Black - % Persons	61	23	38
Hsp/As/Oth - % Pers	75	3	4
Non-Wh/All - % Pers	62	26	42
W Euro Orig - % Prs	133	24	18
Oth Eur Orig- % Prs	100	4	4
*Racial Balance	62	52	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	100	31	31
Age: 0-5 - % Persns	89	8	9
Age: 6-13 - % Pers	118	13	11
Age: 14-17 - % Pers	129	9	7
Age: 18-24 - % Pers	69	9	13
Age: 25-34 - % Pers	86	18	21
Age: 35-64 - % Pers	116	37	32
Age: 65 Yr+ - % Prs	71	5	7
Children/HH - Mean	120	1.9	1.6
Childless HHs - %	79	42	53
In School/3Yr+-% HH	127	19	15
Married - % Persons	123	64	52
*Single Parent Fams	94	48	52
*Public Asst HHs	102	35	34
1,2-Pers HHs - % HH	70	32	46
*Delayed Entry Pers	77	20	33
*Couples w/o Kids	100	63	63
*Pre-Teen Families	81	41	52
*Families w/Teens	158	66	40
*Lvng Home Families	114	63	53
*Empty Nest HHs	91	39	44
*Population Density	60	42	70
HH Growth/Yr - Mean	171	1.80	1.05
Commute/Mins.- Mean	114	33	29
Vehicles/HH - Mean	128	2.3	1.8
Cur Addr <5Yr-% Prs	93	50	54
Resid Lngth/Yr-Mean	100	9	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell-% HH	134	95	71
10+ Unit Dwell-% HH	0	0	17
Hsing Unit Age-Mean	74	17	23
Own/Occ Hsing- % HH	156	81	52
Rented Housng- % HH	40	19	48
Condo Housing- % HH	56	10	18
HU Mark Valu-Median	113	\$127,371	\$113,023

CLUSTER 10: New Collar

Recently the press heralded the emergence of a new element in the nation's labor force -- neither "white" nor "blue" but "new collar." The New Collars, growing up in the Hi-Tech Age, went on to acquire relatively good educations, but ones which tended to downplay the Humanities in favor of intense specialized training in a technical field -- radiography, nursing, computer repair, etc. Unfortunately for Prince George's Cluster 10 neighborhoods where New Collars congregate, the job market has yet to price this new highly skilled work at a premium. Cluster 10 households pull in less than the County's median family income, and are forced either to rent apartments or purchase condos for housing.

Cluster 10s tend to be young adults (25-34 years old) with new growing families. Children are young as well, mostly under 13.



CLUSTER 10: ATTRIBUTES BY TYPE

NICKNAME: New Collar

NO. HHs :	13,870	% COUNTY:	5.50
NO. PERs:	33,796	% COUNTY:	4.83
HH RANK :	8		

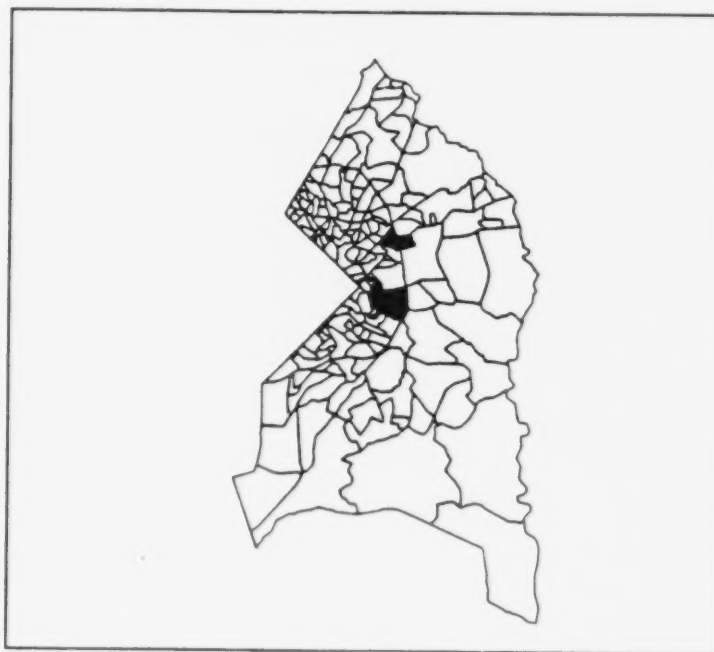
SES Level (S=0-100)	Index 104	Clust 51	County 49
Income/Fam - Median	96	\$38,251	\$39,739
\$ 0-14,999 - % HHs	92	11	12
\$ 15-34,999 - % HHs	106	34	32
\$ 35-74,999 - % HHs	98	44	45
> \$ 75,000 - % HHs	100	11	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	97	35	37
Wht Colr Job - % LF	108	70	65
Upper WCol - % LF	115	30	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	86	30	35
Exec Lvl Job - % LF	108	13	12
Prof Lvl Job - % LF	121	17	14
Skilld Labor - % LF	100	11	11
In Military - % APs	100	2	2
Office Sector- % LF	105	40	38
Public Sector- % LF	109	24	22
Sales/Srv Sec- % LF	83	15	18
Manuf/Oth Sec- % LF	95	21	22
Empldy/Lab Force- %	107	72	67
Wm Emp/Adlt Wm - %	110	69	63
Two Incomes+ - % HH	100	93	93
Educat/Yrs - Median	101	13.0	12.9
Not HS Grad - % APs	76	19	25
HS Grad Only- % APs	95	36	38
Some College- % APs	106	19	18
College Grad- % APs	130	26	20
White - % Persons	128	74	58
Black - % Persons	58	22	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	62	26	42
W Euro Orig - % Prs	122	22	18
Oth Eur Orig- % Prs	125	5	4
*Racial Balance	62	52	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	97	30	31
Age: 0-5 - $\frac{1}{2}$ Persns	89	8	9
Age: 6-13 - $\frac{1}{2}$ Pers	91	10	11
Age: 14-17 - $\frac{1}{2}$ Pers	86	6	7
Age: 18-24 - $\frac{1}{2}$ Pers	108	14	13
Age: 25-34 - $\frac{1}{2}$ Pers	114	24	21
Age: 35-64 - $\frac{1}{2}$ Pers	100	32	32
Age: 65 Yr+ - $\frac{1}{2}$ Prs	100	7	7
Children/HH - Mean	73	1.2	1.6
Childless HHs - $\frac{1}{2}$	115	61	53
In School/3Yr+- $\frac{1}{2}$ HH	93	14	15
Married - $\frac{1}{2}$ Persons	100	52	52
*Single Parent Fams	82	39	52
*Public Asst HHs	83	28	34
1,2-Pers HHs - $\frac{1}{2}$ HH	124	57	46
*Delayed Entry Pers	99	32	33
*Couples w/o Kids	117	76	63
*Pre-Teen Families	126	67	52
*Families w/Teens	63	24	40
*Lvng Home Families	89	46	53
*Empty Nest HHs	115	50	44
*Population Density	97	68	70
HH Growth/Yr - Mean	120	1.26	1.05
Commute/Mins.- Mean	93	27	29
Vehicles/HH - Mean	97	1.7	1.8
Cur Addr <5Yr- $\frac{1}{2}$ Prs	119	64	54
Resid Lngth/Yr-Mean	78	7	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel- $\frac{1}{2}$ HH	87	62	71
10+ Unit Dwell- $\frac{1}{2}$ HH	141	24	17
Hsing Unit Age-Mean	100	23	23
Own/Occ Hsing- $\frac{1}{2}$ HH	75	39	52
Rented Housng- $\frac{1}{2}$ HH	127	61	48
Condo Housing- $\frac{1}{2}$ HH	150	27	18
HU Mark Valu-Median	95	\$106,972	\$113,023

CLUSTER 11: Surging Minorities

Given Prince George's unique demography (affluent yet half minority groups), one might expect that a discernable block of genuinely middle class black neighborhoods might show up under cluster scrutiny. And so it does -- Cluster 11. Inner suburban (parts of District and Washington Heights), these districts prove to be over 90 percent black but also 85 percent homeowner with a median income exceeding that of the County by \$14,000. The African Americans of Cluster 11 have been surging up the socio-economic ladder and are poised to enter the upper middle class --hence the nickname "Surging Minorities."

Occupationally, Cluster 11 adults hold a mix of white and upper blue collar jobs, income often deriving from public sector work. Educationally, this group shows the highest proportion of all clusters in community college-level attainment. In life-cycle positioning, "Surging Minorities" is characterized by very large families crowded with mostly late teenaged children, some already attending college.



CLUSTER 11: ATTRIBUTES BY TYPE

NICKNAME: Surging Minorities

NO. HHs : 5,789 % COUNTY: 2.30
 NO. PERS: 19,659 % COUNTY: 2.81
 HH RANK : 17

SES Level (S=0-100)	Index 102	Clust 50	County 49
Income/Fam - Median	117	\$46,483	\$39,739
\$ 0-14,999 - % HHs	58	7	12
\$ 15-34,999 - % HHs	78	25	32
\$ 35-74,999 - % HHs	116	52	45
> \$ 75,000 - % HHs	145	16	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	56	19	37
Wht Colr Job - % LF	100	65	65
Upper WCol - % LF	96	25	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	100	35	35
Exec Lvl Job - % LF	108	13	12
Prof Lvl Job - % LF	86	12	14
Skilld Labor - % LF	73	8	11
In Military - % APs	50	1	2
Office Sector- % LF	92	35	38
Public Sector- % LF	136	30	22
Sales/Srv Sec- % LF	78	14	18
Manuf/Oth Sec- % LF	95	21	22
Emplyd/Lab Force- %	104	70	67
Wm Emp/Adlt Wm - %	117	74	63
Two Incomes+ - % HH	104	97	93
Educat/Yrs - Median	98	12.7	12.9
Not HS Grad - % APs	96	24	25
HS Grad Only- % APs	105	40	38
Some College- % APs	117	21	18
College Grad- % APs	70	14	20
White - % Persons	12	7	58
Black - % Persons	242	92	38
Hsp/As/Oth - % Pers	25	1	4
Non-Wh/All - % Pers	221	93	42
W Euro Orig - % Prs	17	3	18
Oth Eur Orig- % Prs	0	0	4
*Racial Balance	17	14	84

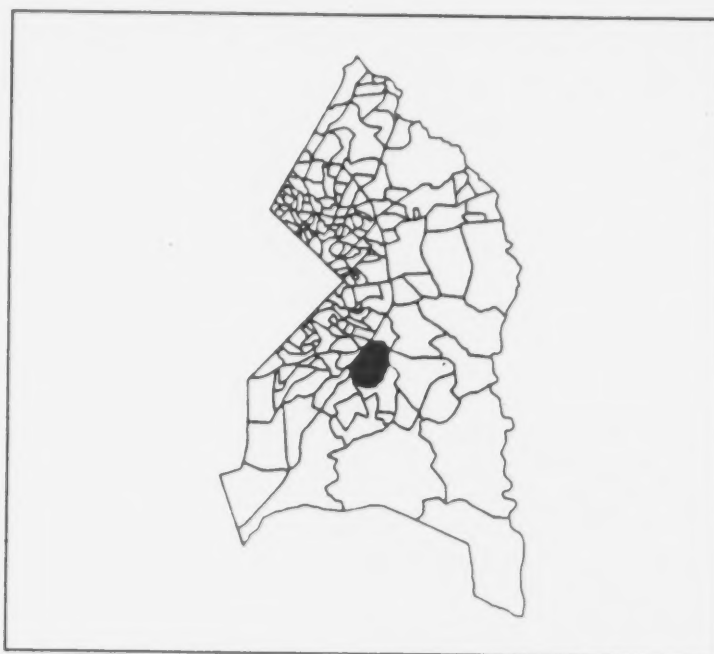
	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	94	29	31
Age: 0-5 - % Persns	89	8	9
Age: 6-13 - % Pers	136	15	11
Age: 14-17 - % Pers	143	10	7
Age: 18-24 - % Pers	92	12	13
Age: 25-34 - % Pers	71	15	21
Age: 35-64 - % Pers	116	37	32
Age: 65 Yr+ - % Prs	43	3	7
Children/HH - Mean	144	2.3	1.6
Childless HHs - %	64	34	53
In School/3Yr+-% HH	120	18	15
Married - % Persons	100	52	52
*Single Parent Fams	142	84	52
*Public Asst HHs	66	22	34
1,2-Pers HHs - % HH	57	26	46
*Delayed Entry Pers	97	31	33
*Couples w/o Kids	67	38	63
*Pre-Teen Families	52	25	52
*Families w/Teens	227	96	40
*Lvng Home Families	171	100	53
*Empty Nest HHs	49	21	44
*Population Density	110	77	70
HH Growth/Yr - Mean	53	.56	1.05
Commute/Mins.- Mean	110	32	29
Vehicles/HH - Mean	115	2.0	1.8
Cur Addr <5Yr-% Prs	57	31	54
Resid Lngth/Yr-Mean	111	10	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell-% HH	120	85	71
10+ Unit Dwell-% HH	47	8	17
Hsing Unit Age-Mean	74	17	23
Own/Occ Hsing- % HH	137	71	52
Rented Housng- % HH	60	29	48
Condo Housing- % HH	67	12	18
HU Mark Valu-Median	99	\$111,553	\$113,023

CLUSTER 12: Fort George

The nation's capital is ringed by military installations, the principle one in Prince George's being Andrews Air Force Base. By itself, the base and its environs constitute a separate county lifestyle cluster (12) which we call "Fort George." Naturally, Cluster 12 evidences the highest concentration of military personnel, by far, of all county tract groupings, and its demography and socio-economics clearly reflects this prime fact: very disproportionately male, single, youthful (median age 25 years), racially integrated, lower middle income (61 percent in the \$ 15,000-35,000 range), mostly high school educated (53 percent), a large minority living in barracks.

It would be a mistake, however, to assume everyone in "Ft. George" is G.I. Over two-fifth are non-military, including spouses and very many children. In fact, Cluster 12 shows the fourth highest kids-per-household statistic, and the second highest "leaving home" index score of any cluster.

Partly in recognition of "Ft. George's" community college enrollment potential ("delayed entry," technical training, and first time student) PGCC maintains an on-base extension center.



CLUSTER 12: ATTRIBUTES BY TYPE

NICKNAME: Fort George

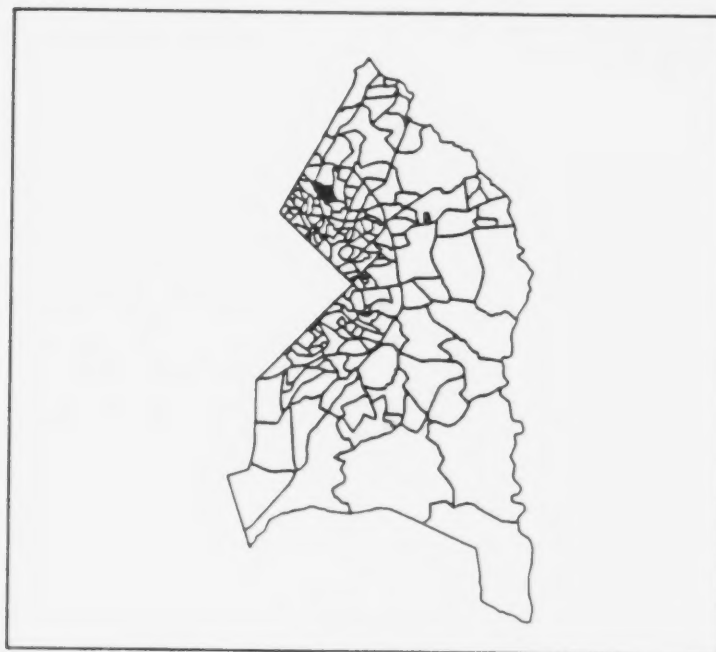
NO. HHs :	2,193	% COUNTY:	.87
NO. PERS:	9,610	% COUNTY:	1.37
HH RANK :	21		

SES Level (S=0-100)	Index 96	Clust 47	County 49
Income/Fam - Median	72	\$28,634	\$39,739
\$ 0-14,999 - % HHs	50	6	12
\$ 15-34,999 - % HHs	191	61	32
\$ 35-74,999 - % HHs	73	33	45
> \$ 75,000 - % HHs	0	0	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	15	3	37
Wht Colr Job - % LF	108	70	65
Upper WCol - % LF	85	22	26
Lower WCol - % LF	123	48	39
Blu Colr Job - % LF	86	30	35
Exec Lvl Job - % LF	92	11	12
Prof Lvl Job - % LF	79	11	14
Skilld Labor - % LF	64	7	11
In Military - % APs	2,850	57	2
Office Sector- % LF	105	40	38
Public Sector- % LF	136	30	22
Sales/Srv Sec- % LF	128	23	18
Manuf/Oth Sec- % LF	36	8	22
Empld/Lab Force- %	34	23	67
Wm Emp/Adlt Wm - %	67	42	63
Two Incomes+ - % HH	108	100	93
Educat/Yrs - Median	99	12.8	12.9
Not HS Grad - % APs	28	7	25
HS Grad Only- % APs	139	53	38
Some College- % APs	150	27	18
College Grad- % APs	65	13	20
White - % Persons	124	72	58
Black - % Persons	53	20	38
Hsp/As/Oth - % Pers	175	7	4
Non-Wh/All - % Pers	67	28	42
W Euro Orig - % Prs	122	22	18
Oth Eur Orig- % Prs	75	3	4
*Racial Balance	67	56	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	81	25	31
Age: 0-5 - % Persns	167	15	9
Age: 6-13 - % Pers	136	15	11
Age: 14-17 - % Pers	71	5	7
Age: 18-24 - % Pers	123	16	13
Age: 25-34 - % Pers	148	31	21
Age: 35-64 - % Pers	56	18	32
Age: 65 Yr+ - % Prs	0	0	7
Children/HH - Mean	139	2.2	1.6
Childless HHs - %	36	19	53
In School/3Yr+-% HH	100	15	15
Married - % Persons	127	66	52
*Single Parent Fams	123	69	52
*Public Asst HHs	0	0	34
1,2-Pers HHs - % HH	39	18	46
*Delayed Entry Pers	167	70	33
*Couples w/o Kids	46	22	63
*Pre-Teen Families	111	58	52
*Families w/Teens	74	29	40
*Lvng Home Families	156	90	53
*Empty Nest HHs	2	0	44
*Population Density	71	50	70
HH Growth/Yr - Mean	**	-.05	1.05
Commute/Mins.- Mean	45	13	29
Vehicles/HH - Mean	104	2	1.8
Cur Addr <5Yr-% Prs	180	97	54
Resid Lngth/Yr-Mean	22	2	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8,333	1	0
Sngl Unit Dwel-% HH	65	46	71
10+ Unit Dwell-% HH	6	1	17
Hsing Unit Age-Mean	52	12	23
Own/Occ Hsing- % HH	2	1	52
Rented Housng- % HH	206	99	48
Condo Housing- % HH	478	86	18
HU Mark Valu-Median	91	\$103,333	\$113,023

CLUSTER 13: Dormitories Plus

Prince George's County is the home of two major four-year institutions of higher learning -- the College Park campus of the University of Maryland and Bowie State University. Together the Census Tracts that contain them form collegiate Cluster 13. The population of Cluster 13 consists overwhelmingly of undergraduates living in dormitories and other student housing, reflected in the fact that although almost 10,000 people reside here, the Census Bureau counts only 135 "households." But not all of these addresses represent dormitories; half belong to on-campus homes of top administrators and faculty -- hence the peculiar household-level demography of "Dormitories Plus": on one hand extreme youth and low income, and on the other great affluence, education and professional standing.



CLUSTER 13: ATTRIBUTES BY TYPE

NICKNAME: Town & Gown

NO. HHs :	135	% COUNTY:	.05
NO. PERs:	9,552	% COUNTY:	1.37
HH RANK :	24		

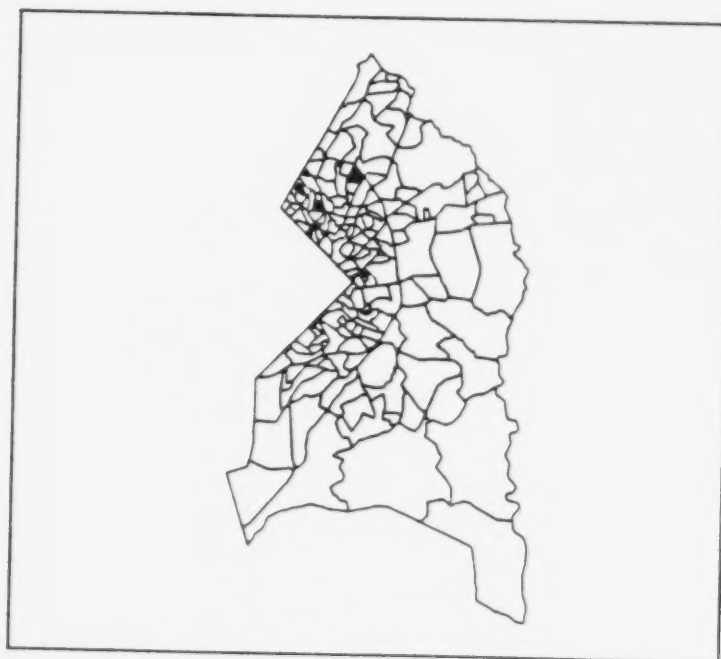
SES Level (S=0-100)	<u>Index</u> 98	<u>Clust</u> 48	<u>County</u> 49
Income/Fam - Median	125	\$49,669	\$39,739
\$ 0-14,999 - % HHs	108	13	12
\$ 15-34,999 - % HHs	41	13	32
\$ 35-74,999 - % HHs	124	56	45
> \$ 75,000 - % HHs	173	19	11
> \$ 150,000 - % HHs	400	4	1
*HH Indebtedness	7	0	37
Wht Colr Job - % LF	98	64	65
Upper WCol - % LF	119	31	26
Lower WCol - % LF	85	33	39
Blu Colr Job - % LF	103	36	35
Exec Lvl Job - % LF	192	23	12
Prof Lvl Job - % LF	57	8	14
Skilled Labor - % LF	9	1	11
In Military - % APs	0	0	2
Office Sector- % LF	155	59	38
Public Sector- % LF	18	4	22
Sales/Srv Sec- % LF	133	24	18
Manuf/Oth Sec- % LF	59	13	22
Empld/Lab Force- %	49	33	67
Wm Emp/Adlt Wm - %	49	31	63
Two Incomes+ - % HH	108	100	93
Educat/Yrs - Median	93	12.0	12.9
Not HS Grad - % APs	168	42	25
HS Grad Only- % APs	58	22	38
Some College- % APs	111	20	18
College Grad- % APs	80	16	20
White - % Persons	90	52	58
Black - % Persons	118	45	38
Hsp/As/Oth - % Pers	50	2	4
Non-Wh/All - % Pers	114	48	42
W Euro Orig - % Prs	83	15	18
Oth Eur Orig- % Prs	150	6	4
*Racial Balance	114	96	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	123	38	31
Age: 0-5 - % Persns	0	0	9
Age: 6-13 - % Pers	36	4	11
Age: 14-17 - % Pers	29	2	7
Age: 18-24 - % Pers	392	51	13
Age: 25-34 - % Pers	24	5	21
Age: 35-64 - % Pers	63	20	32
Age: 65 Yr+ - % Prs	257	18	7
Children/HH - Mean	154	2.5	1.6
Childless HHs - %	125	66	53
In School/3Yr+-% HH	33	5	15
Married - % Persons	19	10	52
*Single Parent Fams	127	73	52
*Public Asst HHs	0	0	34
1,2-Pers HHs - % HH	63	29	46
*Delayed Entry Pers	220	100	33
*Couples w/o Kids	16	0	63
*Pre-Teen Families	8	0	52
*Families w/Teens	26	8	40
*Lvng Home Families	18	0	53
*Empty Nest HHs	33	14	44
*Population Density	93	65	70
HH Growth/Yr - Mean	97	1.02	1.05
Commute/Mins.- Mean	34	10	29
Vehicles/HH - Mean	105	1.9	1.8
Cur Addr <5Yr-% Prs	156	84	54
Resid Lngth/Yr-Mean	56	5	9
*Dormitory Presence	2,941	1	0
*Mil Barrack Presnc	4,167	1	0
Sngl Unit Dwel-% HH	92	65	71
10+ Unit Dwell-% HH	18	3	17
Hsing Unit Age-Mean	143	33	23
Own/Occ Hsing- % HH	21	11	52
Rented Housng- % HH	185	89	48
Condo Housing- % HH	289	52	18
HU Mark Valu-Median	55	\$62,500	\$113,023

CLUSTER 14: Bohemian Mix

The Cluster 14 neighborhoods in the vicinity of the County's four-year colleges and the learning and cultural events taking place on campus attract artists, craftsman and sophisticates of all kinds; student housing, particularly for graduate students, spills out into the larger community, which together with the presence of the near-by dormitories generates a thriving if off-beat service industry; and to work those businesses and also take advantage of the cheap rentals usually to be found here and the greater atmosphere of tolerance, come ethnics, immigrants and lifestyle practitioners of every description -- a true "Bohemian Mix."

The great heterogeneity of the cluster makes zeroing in on an educational market difficult here, but there would seem to be three potentially: lingering UMCP "dropouts" and currently enrolled students in academic or financial difficulties; credit and non-credit "enrichment" courses for the more "bohemian" segment; and job and college training for ambitious immigrants. (Cluster 14 contains the highest concentration of Asians and Hispanics of any - 11 percent.)



CLUSTER 14: ATTRIBUTES BY TYPE

NICKNAME: Bohemian Mix

NO. HHs :	13,422	% COUNTY:	5.33
NO. PERs:	27,449	% COUNTY:	3.93
HH RANK :	9		

SES Level (S=0-100)	<u>Index</u> 96	<u>Clust</u> 47	<u>County</u> 49
Income/Fam - Median	64	\$25,480	\$39,739
\$ 0-14,999 - % HHs	183	22	12
\$ 15-34,999 - % HHs	147	47	32
\$ 35-74,999 - % HHs	64	29	45
> \$ 75,000 - % HHs	9	1	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	26	8	37
Wht Colr Job - % LF	105	68	65
Upper WCol - % LF	100	26	26
Lower WCol - % LF	108	42	39
Blu Colr Job - % LF	91	32	35
Exec Lvl Job - % LF	92	11	12
Prof Lvl Job - % LF	107	15	14
Skilld Labor - % LF	73	8	11
In Military - % APs	0	0	2
Office Sector- % LF	126	48	38
Public Sector- % LF	82	18	22
Sales/Srv Sec- % LF	94	17	18
Manuf/Oth Sec- % LF	77	17	22
Emplyd/Lab Force- %	109	73	67
Wm Emp/Adlt Wm - %	113	71	63
Two Incomes+ - % HH	99	92	93
Educat/Yrs - Median	102	13.2	12.9
Not HS Grad - % APs	80	20	25
HS Grad Only- % APs	87	33	38
Some College- % APs	111	20	18
College Grad- % APs	140	28	20
White - % Persons	93	54	58
Black - % Persons	92	35	38
Hsp/As/Oth - % Pers	275	11	4
Non-Wh/All - % Pers	110	46	42
W Euro Orig - % Prs	83	15	18
Oth Eur Orig- % Prs	125	5	4
*Racial Balance	110	92	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	90	28	31
Age: 0-5 - % Persns	100	9	9
Age: 6-13 - % Pers	73	8	11
Age: 14-17 - % Pers	43	3	7
Age: 18-24 - % Pers	154	20	13
Age: 25-34 - % Pers	152	32	21
Age: 35-64 - % Pers	69	22	32
Age: 65 Yr+ - % Prs	114	8	7
Children/HH - Mean	54	.9	1.6
Childless HHs - %	136	72	53
In School/3Yr+-% HH	73	11	15
Married - % Persons	73	38	52
*Single Parent Fams	77	35	52
*Public Asst HHs	69	23	34
1,2-Pers HHs - % HH	150	69	46
*Delayed Entry Pers	131	50	33
*Couples w/o Kids	101	63	63
*Pre-Teen Families	153	82	52
*Families w/Teens	15	3	40
*Lvng Home Families	63	29	53
*Empty Nest HHs	68	29	44
*Population Density	121	85	70
HH Growth/Yr - Mean	11	.12	1.05
Commute/Mins.- Mean	100	29	29
Vehicles/HH - Mean	68	1.2	1.8
Cur Addr <5Yr-% Prs	144	78	54
Resid Lngth/Yr-Mean	44	4	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell-% HH	34	24	71
10+ Unit Dwell-% HH	271	46	17
Hsing Unit Age-Mean	100	23	23
Own/Occ Hsing- % HH	2	1	52
Rented Housng- % HH	206	99	48
Condo Housing- % HH	389	70	18
HU Mark Valu-Median	85	\$96,195	\$113,023

CLUSTER 15: Levittown

Before the population boom of the 70's and 80's, quantity single detached housing in the County was pioneered by developers inspired mainly by the relatively inexpensive, architecturally uniform tract homes of Arthur Levitt and his famous Levittowns. The heritage of this building is Cluster 15.

Prince George's "Levittowners" are mostly white families (80 percent) owning older, modest tract homes in inner suburban and near-Beltway areas like Landover, Hyattsville, Forestville, Beltsville and Oxon Hill. Like their property they are strictly "lower middle" -- in annual income (close to the county median), occupation (high concentrations of skilled blue collarites and lower white collarites), and education (mostly high school diplomas plus "some college"). Also like their property they are fast aging, with families now on the small side as nests empty, although there is evidence of increasing housing turnover as retirees head south and young couples take over mortgages.



CLUSTER 15: ATTRIBUTES BY TYPE

NICKNAME: Levittown			
NO. HHs :	11,833	% COUNTY:	4.70
NO. PERs:	34,926	% COUNTY:	4.99
HH RANK :	11		

SES Level (S=0-100)	<u>Index</u>	<u>Clust</u>	<u>County</u>
	94	46	49
Income/Fam - Median	107	\$42,563	\$39,739
\$ 0-14,999 - % HHs	75	9	12
\$ 15-34,999 - % HHs	84	27	32
\$ 35-74,999 - % HHs	120	54	45
> \$ 75,000 - % HHs	91	10	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	61	21	37
Wht Colr Job - % LF	94	61	65
Upper WCol - % LF	81	21	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	111	39	35
Exec Lvl Job - % LF	83	10	12
Prof Lvl Job - % LF	79	11	14
Skilld Labor - % LF	127	14	11
In Military - % APs	0	0	2
Office Sector- % LF	89	34	38
Public Sector- % LF	91	20	22
Sales/Srv Sec- % LF	111	20	18
Manuf/Oth Sec- % LF	114	25	22
Emplyd/Lab Force- %	100	67	67
Wm Emp/Adlt Wm - %	97	61	63
Two Incomes+ - % HH	98	91	93
Educat/Yrs - Median	97	12.5	12.9
Not HS Grad - % APs	108	27	25
HS Grad Only- % APs	116	44	38
Some College- % APs	83	15	18
College Grad- % APs	70	14	20
White - % Persons	138	80	58
Black - % Persons	45	17	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	48	20	42
W Euro Orig - % Prs	122	22	18
Oth Eur Orig- % Prs	125	5	4
*Racial Balance	48	40	84

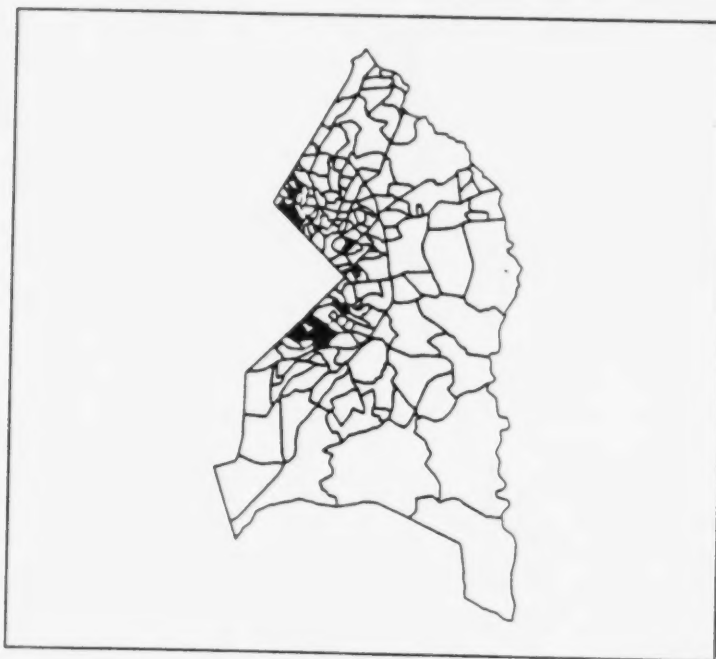
	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	103	32	31
Age: 0-5 - % Persns	89	8	9
Age: 6-13 - % Pers	100	11	11
Age: 14-17 - % Pers	100	7	7
Age: 18-24 - % Pers	85	11	13
Age: 25-34 - % Pers	90	19	21
Age: 35-64 - % Pers	113	36	32
Age: 65 Yr+ - % Prs	114	8	7
Children/HH - Mean	105	1.7	1.6
Childless HHs - %	102	54	53
In School/3Yr+-% HH	93	14	15
Married - % Persons	113	59	52
*Single Parent Fams	84	40	52
*Public Asst HHs	139	47	34
1,2-Pers HHs - % HH	91	42	46
*Delayed Entry Pers	100	33	33
*Couples w/o Kids	119	77	63
*Pre-Teen Families	100	52	52
*Families w/Teens	93	37	40
*Lvng Home Families	92	48	53
*Empty Nest HHs	157	69	44
*Population Density	111	78	70
HH Growth/Yr - Mean	48	.50	1.05
Commute/Mins.- Mean	90	26	29
Vehicles/HH - Mean	114	2.0	1.8
Cur Addr <5Yr-%Prs	69	37	54
Resid Lngth/Yr-Mean	144	13	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	132	94	71
10+ Unit Dwell-% HH	12	2	17
Hsing Unit Age-Mean	122	28	23
Own/Occ Hsing- % HH	160	83	52
Rented Housng- % HH	35	17	48
Condo Housing- % HH	39	7	18
HU Mark Valu-Median	98	\$110,583	\$113,023

CLUSTER 16: Minority Rows

Before one can run, one must walk -- Cluster 16s represent young, mostly black and Hispanic persons (together comprising 64 percent) slowly working their way up the social ladder after having successfully penetrated into the bottom reaches of the middle class. Presently, most work as insurance salesmen and secretaries and the like until the job break comes, and rent apartments until the house down payment and mortgage credit is built up. They live in "Minority Rows," which can be found in pockets all up and down inside-the-Beltway areas (parts of Chillum, Cheverly, Takoma Park, Morningside, Marlow Heights and other locales).

Cluster 16 households are fairly evenly split between singles and young couples with no or few children as yet. Almost 65 percent of "Minority Rows" adults have only high school educations or less; but it is likely that the job ambitions of the 38 percent with diplomas promote the desire for some college training.

Finally, traces of the struggle out of the District ghetto remain: 15 percent of Cluster 16s have poverty-level incomes and there is discernable evidence of single parenting.



CLUSTER 16: ATTRIBUTES BY TYPE

NICKNAME: Minority Rows

NO. HHs :	21,565	% COUNTY:	8.56
NO. PERs:	49,257	% COUNTY:	7.04
HH RANK :	3		

SES Level (S=0-100)	<u>Index</u>	<u>Clust</u>	<u>County</u>
	94	46	49
Income/Fam - Median	80	\$31,793	\$39,739
\$ 0-14,999 - % HHs	125	15	12
\$ 15-34,999 - % HHs	128	41	32
\$ 35-74,999 - % HHs	84	38	45
> \$ 75,000 - % HHs	55	6	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	64	22	37
Wht Colr Job - % LF	103	67	65
Upper WCol - % LF	88	23	26
Lower WCol - % LF	113	44	39
Blu Colr Job - % LF	94	33	35
Exec Lvl Job - % LF	92	11	12
Prof Lvl Job - % LF	86	12	14
Skilld Labor - % LF	82	9	11
In Military - % APs	50	1	2
Office Sector- % LF	103	39	38
Public Sector- % LF	114	25	22
Sales/Srv Sec- % LF	89	16	18
Manuf/Oth Sec- % LF	91	20	22
Empld/Lab Force- %	103	69	67
Wm Emp/Adlt Wm - %	106	67	63
Two Incomes+ - % HH	98	91	93
Educat/Yrs - Median	98	12.7	12.9
Not HS Grad - % APs	104	26	25
HS Grad Only- % APs	100	38	38
Some College- % APs	100	18	18
College Grad- % APs	90	18	20
White - % Persons	62	36	58
Black - % Persons	158	60	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	152	64	42
W Euro Orig - % Prs	61	11	18
Oth Eur Orig- % Prs	125	5	4
*Racial Balance	86	72	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	100	31	31
Age: 0-5 - % Persns	89	8	9
Age: 6-13 - % Pers	91	10	11
Age: 14-17 - % Pers	71	5	7
Age: 18-24 - % Pers	92	12	13
Age: 25-34 - % Pers	114	24	21
Age: 35-64 - % Pers	97	31	32
Age: 65 Yr+ - % Prs	143	10	7
Children/HH - Mean	69	1.1	1.6
Childless HHs - %	121	64	53
In School/3Yr+-% HH	93	14	15
Married - % Persons	85	44	52
*Single Parent Fams	90	45	52
*Public Asst HHs	98	33	34
1,2-Pers HHs - % HH	133	61	46
*Delayed Entry Pers	89	26	33
*Couples w/o Kids	104	66	63
*Pre-Teen Families	107	56	52
*Families w/Teens	46	17	40
*Lvng Home Families	67	32	53
*Empty Nest HHs	112	49	44
*Population Density	129	90	70
HH Growth/Yr - Mean	21	.22	1.05
Commute/Mins.- Mean	103	30	29
Vehicles/HH - Mean	76	1.3	1.8
Cur Addr <5Yr-% Prs	109	59	54
Resid Lngth/Yr-Mean	78	7	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	70	50	71
10+ Unit Dwell-% HH	241	41	17
Hsing Unit Age-Mean	100	23	23
Own/Occ Hsing- % HH	58	30	52
Rented Housng- % HH	146	70	48
Condo Housing- % HH	94	17	18
HU Mark Valu-Median	103	\$116,119	\$113,023

CLUSTER 17: Emerging Minorities

One rung down from Cluster 16 in the struggle for middle class status is Cluster 17. While the former minority grouping has already made some room for itself, the latter consists either of those who are still involved with the fight for entrance or have only a tentative grip as yet on the "American Dream." The folk of Cluster 17 are only just "emerging" as middle class.

Over 70 percent non-white, more than half of Cluster 17 households take in less than \$35,000 annually, and only 13 percent of "Emerging Minorities" people have any college experience. Almost two-thirds are forced to rent housing in large, crowded lower value apartment complexes inside the Beltway (e.g., Chillum, Cheverly, Suitland, Hyattsville). On the other hand, six in ten adults here have jobs that at least technically qualify as "white collar," half do make decent incomes, and relatively stable families with small children are continually forming.



CLUSTER 17: ATTRIBUTES BY TYPE

NICKNAME: Emerging Minorities

NO. HHs : 12,877 % COUNTY: 5.11
 NO. PERs: 35,173 % COUNTY: 5.03
 HH RANK : 10

SES Level (S=0-100)	<u>Index</u> 90	<u>Clust</u> 44	<u>County</u> 49
Income/Fam - Median	85	\$33,927	\$39,739
\$ 0-14,999 - % HHs	108	13	12
\$ 15-34,999 - % HHs	122	39	32
\$ 35-74,999 - % HHs	93	42	45
> \$ 75,000 - % HHs	55	6	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	71	25	37
Wht Colr Job - % LF	94	61	65
Upper WCol - % LF	81	21	26
Lower WCol - % LF	103	40	39
Blu Colr Job - % LF	111	39	35
Exec Lvl Job - % LF	83	10	12
Prof Lvl Job - % LF	79	11	14
Skilld Labor - % LF	100	11	11
In Military - % APs	50	1	2
Office Sector- % LF	97	37	38
Public Sector- % LF	114	25	22
Sales/Srv Sec- % LF	89	16	18
Manuf/Oth Sec- % LF	100	22	22
Emplyd/Lab Force- %	107	72	67
Wm Emp/Adlt Wm - %	116	73	63
Two Incomes+ - % HH	103	96	93
Educat/Yrs - Median	97	12.6	12.9
Not HS Grad - % APs	108	27	25
HS Grad Only- % APs	111	42	38
Some College- % APs	100	18	18
College Grad- % APs	65	13	20
White - % Persons	50	29	58
Black - % Persons	179	68	38
Hsp/As/Oth - % Pers	75	3	4
Non-Wh/All - % Pers	169	71	42
W Euro Orig - % Prs	44	8	18
Oth Eur Orig- % Prs	50	2	4
*Racial Balance	69	58	84

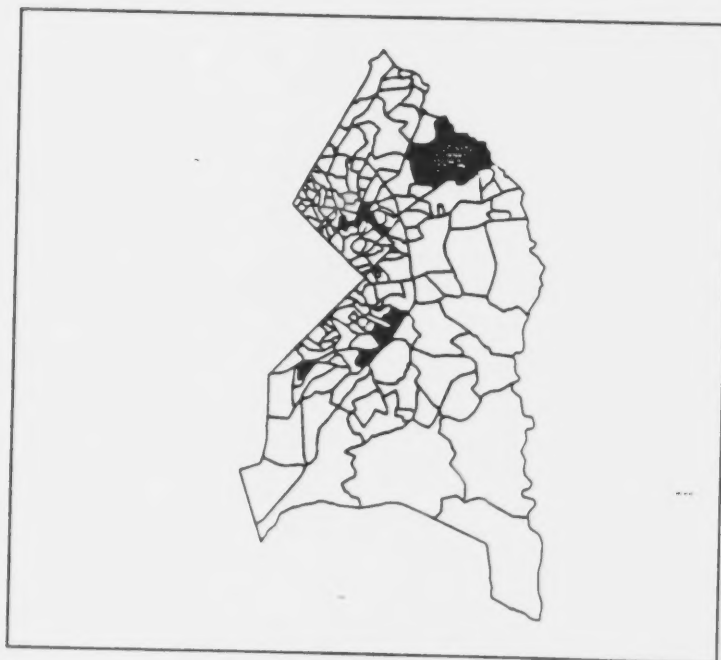
	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	90	28	31
Age: 0-5 - % Persns	111	10	9
Age: 6-13 - % Pers	118	13	11
Age: 14-17 - % Pers	100	7	7
Age: 18-24 - % Pers	92	12	13
Age: 25-34 - % Pers	119	25	21
Age: 35-64 - % Pers	84	27	32
Age: 65 Yr+ - % Prs	71	5	7
Children/HH - Mean	101	1.6	1.6
Childless HHs - %	91	48	53
In School/3Yr+-% HH	93	14	15
Married - % Persons	88	46	52
*Single Parent Fams	123	70	52
*Public Asst HHs	73	25	34
1,2-Pers HHs - % HH	100	46	46
*Delayed Entry Pers	103	34	33
*Couples w/o Kids	84	50	63
*Pre-Teen Families	91	47	52
*Families w/Teens	84	33	40
*Lvng Home Families	94	50	53
*Empty Nest HHs	59	25	44
*Population Density	113	79	70
HH Growth/Yr - Mean	39	.41	1.05
Commute/Mins.- Mean	107	31	29
Vehicles/HH - Mean	85	1.5	1.8
Cur Addr <5Yr-%Prs	120	65	54
Resid Lngth/Yr-Mean	78	7	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell-% HH	72	51	71
10+ Unit Dwell-% HH	182	31	17
Hsing Unit Age-Mean	91	21	23
Own/Occ Hsing- % HH	65	34	52
Rented Housng- % HH	138	66	48
Condo Housing- % HH	83	15	18
HU Mark Valu-Median	96	\$108,360	\$113,023

CLUSTER 18: Middle America

Scattered across the County's inner suburbs (Landover, Hyattsville, Mt. Rainier, Forestville, Millwood) and north Bowie can be found a series of communities of mostly white homeowners which identify American society's demographic center of gravity. Cluster 18 is "Middle America," Prince George's style.

Cluster 18's median annual household income of \$34,000 about matches the country's (although falling about six thousand dollars short of County average); educational attainment is mostly high school, and occupationally it displays a real mix of lower white collar and skilled blue collar, including some active military service. In ancestry, the majority of residents are northern European but eastern and southern European ethnicity are significantly represented here too.

"Middle Americans" come in all age groups, pretty much reflecting the County curve. Cluster 18 families are a bit on the small side, and tend to consist either of couples whose children have already left home or younger couples with new babies.



CLUSTER 18: ATTRIBUTES BY TYPE

NICKNAME: Middle America

NO. HHs :	14,620	% COUNTY:	5.80
NO. PERs:	40,530	% COUNTY:	5.80
HH RANK :	5		

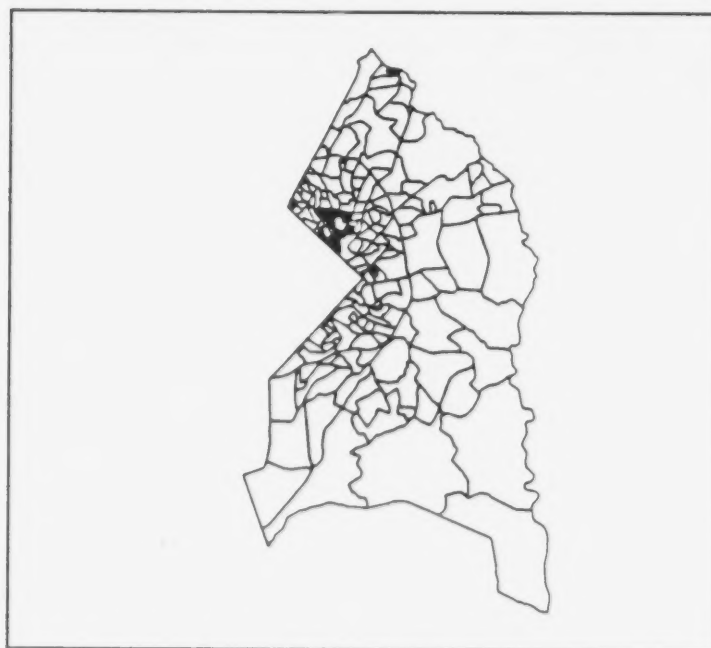
	<u>Index</u>	<u>Clust</u>	<u>County</u>
SES Level (S=0-100)	86	42	49
Income/Fam - Median	85	\$33,685	\$39,739
\$ 0-14,999 - % HHs	108	13	12
\$ 15-34,999 - % HHs	125	40	32
\$ 35-74,999 - % HHs	91	41	45
> \$ 75,000 - % HHs	55	6	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	74	26	37
Wht Colr Job - % LF	91	59	65
Upper WCol - % LF	77	20	26
Lower WCol - % LF	100	39	39
Blu Colr Job - % LF	117	41	35
Exec Lvl Job - % LF	83	10	12
Prof Lvl Job - % LF	71	10	14
Skilld Labor - % LF	136	15	11
In Military - % APs	50	1	2
Office Sector- % LF	87	33	38
Public Sector- % LF	91	20	22
Sales/Srv Sec- % LF	117	21	18
Manuf/Oth Sec- % LF	118	26	22
Emplyd/Lab Force- %	97	65	67
Wm Emp/Adlt Wm - %	94	59	63
Two Incomes+ - % HH	100	93	93
Educat/Yrs - Median	97	12.5	12.9
Not HS Grad - % APs	124	31	25
HS Grad Only- % APs	108	41	38
Some College- % APs	83	15	18
College Grad- % APs	60	12	20
White - % Persons	126	73	58
Black - % Persons	58	22	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	64	27	42
W Euro Orig - % Prs	117	21	18
Oth Eur Orig- % Prs	125	5	4
*Racial Balance	64	54	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	94	29	31
Age: 0-5 - % Persns	111	10	9
Age: 6-13 - % Pers	100	11	11
Age: 14-17 - % Pers	86	6	7
Age: 18-24 - % Pers	108	14	13
Age: 25-34 - % Pers	105	22	21
Age: 35-64 - % Pers	94	30	32
Age: 65 Yr+ - % Prs	100	7	7
Children/HH - Mean	91	1.5	1.6
Childless HHs - %	104	55	53
In School/3Yr+-% HH	80	12	15
Married - % Persons	102	53	52
*Single Parent Fams	94	48	52
*Public Asst HHs	101	34	34
1,2-Pers HHs - % HH	104	48	46
*Delayed Entry Pers	121	44	33
*Couples w/o Kids	108	69	63
*Pre-Teen Families	120	63	52
*Families w/Teens	64	25	40
*Lvng Home Families	98	52	53
*Empty Nest HHs	112	49	44
*Population Density	104	73	70
HH Growth/Yr - Mean	76	.80	1.05
Commute/Mins.- Mean	93	27	29
Vehicles/HH - Mean	96	1.7	1.8
Cur Addr <5Yr-%Prs	106	57	54
Resid Lngth/Yr-Mean	100	9	9
*Dormitory Presence	488	0	0
*Mil Barrack Presnc	692	0	0
Sngl Unit Dwel-% HH	93	66	71
10+ Unit Dwell-% HH	100	17	17
Hsing Unit Age-Mean	113	26	23
Own/Occ Hsing- % HH	88	46	52
Rented Housng- % HH	113	54	48
Condo Housing- % HH	50	9	18
HU Mark Valu-Median	87	\$98,859	\$113,023

CLUSTER 19: Old-Timers

Three or four decades ago, communities like Takoma Park, College Park, Mt. Rainier, Hyattsville and Laurel were essentially small towns. No longer of course. But, some of that original housing stock escaped the developer's bulldozer and some of the people who originally inhabited it resisted displacement and are still there today -- enough of each in certain tracts to justify a separate lifestyle cluster.

The folk of Cluster 19 ("Old-Timers") disproportionately are elderly (twice the County mean), reside in homes over 37 years old, have been at their present addresses over 10 years, live alone or in couples, and have long since seen their children start adult lives. In present or pre-retirement occupation they are likely to be upper blue collar or lower white collar, and one fifth of them now live below the poverty line. Racially, whites outnumber non-whites four to one.



CLUSTER 19: ATTRIBUTES BY TYPE

NICKNAME: Old-Timers

NO. HHs :	15,801	% COUNTY:	6.27
NO. PERs:	38,530	% COUNTY:	5.51
HH RANK :	4		

SES Level (S=0-100)	Index	Clust	County
	86	42	49
Income/Fam - Median	80	\$31,842	\$39,739
\$ 0-14,999 - % HHs	167	20	12
\$ 15-34,999 - % HHs	116	37	32
\$ 35-74,999 - % HHs	87	39	45
> \$ 75,000 - % HHs	36	4	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	68	24	37
Wht Colr Job - % LF	92	60	65
Upper WCol - % LF	85	22	26
Lower WCol - % LF	97	38	39
Blu Colr Job - % LF	114	40	35
Exec Lvl Job - % LF	83	10	12
Prof Lvl Job - % LF	86	12	14
Skilld Labor - % LF	136	15	11
In Military - % APs	50	1	2
Office Sector- % LF	105	40	38
Public Sector- % LF	64	14	22
Sales/Srv Sec- % LF	106	19	18
Manuf/Oth Sec- % LF	127	28	22
Empldy/Lab Force- %	93	62	67
Wm Emp/Adlt Wm - %	87	55	63
Two Incomes+ - % HH	95	88	93
Educat/Yrs - Median	97	12.5	12.9
Not HS Grad - % APs	136	34	25
HS Grad Only- % APs	95	36	38
Some College- % APs	83	15	18
College Grad- % APs	75	15	20
White - % Persons	136	79	58
Black - % Persons	47	18	38
Hsp/As/Oth - % Pers	100	4	4
Non-Wh/All - % Pers	50	21	42
W Euro Orig - % Prs	144	26	18
Oth Eur Orig- % Prs	100	4	4
*Racial Balance	50	42	84

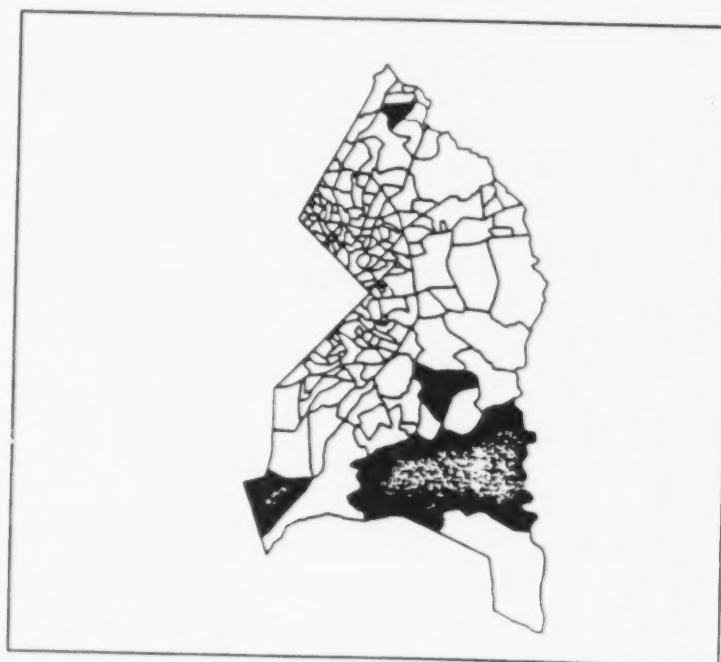
	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	106	33	31
Age: 0-5 - $\frac{1}{2}$ Persns	89	8	9
Age: 6-13 - $\frac{1}{2}$ Pers	82	9	11
Age: 14-17 - $\frac{1}{2}$ Pers	71	5	7
Age: 18-24 - $\frac{1}{2}$ Pers	92	12	13
Age: 25-34 - $\frac{1}{2}$ Pers	105	22	21
Age: 35-64 - $\frac{1}{2}$ Pers	94	30	32
Age: 65 Yr+ - $\frac{1}{2}$ Prs	200	14	7
Children/HH - Mean	76	1.2	1.6
Childless HHs - $\frac{1}{2}$	126	67	53
In School/3Yr+- $\frac{1}{2}$ HH	80	12	15
Married - $\frac{1}{2}$ Persons	96	50	52
*Single Parent Fams	75	34	52
*Public Asst HHs	129	44	34
1,2-Pers HHs - $\frac{1}{2}$ HH	128	59	46
*Delayed Entry Pers	85	24	33
*Couples w/o Kids	124	81	63
*Pre-Teen Families	117	61	52
*Families w/Teens	40	14	40
*Lvng Home Families	56	24	53
*Empty Nest HHs	146	64	44
*Population Density	120	84	70
HH Growth/Yr - Mean	63	.66	1.05
Commute/Mins.- Mean	86	25	29
Vehicles/HH - Mean	88	1.6	1.8
Cur Addr <5Yr- $\frac{1}{2}$ Prs	93	50	54
Resid Lngth/Yr-Mean	122	11	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel- $\frac{1}{2}$ HH	99	70	71
10+ Unit Dwell- $\frac{1}{2}$ HH	82	14	17
Hsing Unit Age-Mean	161	37	23
Own/Occ Hsing- $\frac{1}{2}$ HH	100	52	52
Rented Housng- $\frac{1}{2}$ HH	100	48	48
Condo Housing- $\frac{1}{2}$ HH	61	11	18
HU Mark Valu-Median	87	\$98,426	\$113,023

CLUSTER 20: Boom Town

Way down in the County's south corn still grows. But within the last decade, areas like Naylor, Clinton Acres, Brandywine, Maryvale and Sharperville have seen a new crop spring up -- of light industrial plants, tract housing, condos and small malls -- sometimes in the middle of the old crop. The Census Tracts which reflect this "Boom Town" pattern make up Cluster 20.

Cluster 20 is the second fastest growing lifestyle grouping in the County and the second least in population density. Racially, seven out of ten "Boom Towners" are white. Occupationally, the cluster is almost evenly split between blue and white collar residents; in median annual income it about matches Prince George's as a whole; but educationally, the largest attainment group is high school graduate (37 percent), followed immediately by the no high school diploma group (36 percent).

"Boom Towners" are mostly single unit homeowners, but compared with County standards a strong disproportion rent or purchase condominiums. Their families tend to be somewhat larger than average and dominated by early teenaged children. Adults tend to be in the middle and late middle ages.



CLUSTER 20: ATTRIBUTES BY TYPE

NICKNAME: Boom Town

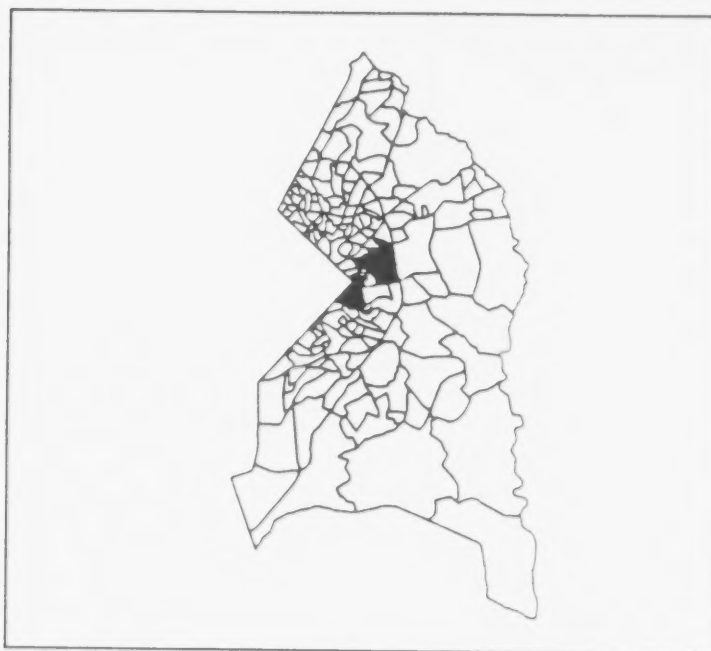
NO. HHs : 4,807 % COUNTY: 1.91
 NO. PERs: 14,848 % COUNTY: 2.12
 HH RANK : 18

SES Level (S=0-100)	<u>Index</u> 84	<u>Clust</u> 41	<u>County</u> 49
Income/Fam - Median	101	\$40,156	\$39,739
\$ 0-14,999 - % HHs	108	13	12
\$ 15-34,999 - % HHs	84	27	32
\$ 35-74,999 - % HHs	111	50	45
> \$ 75,000 - % HHs	91	10	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	156	58	37
Wht Colr Job - % LF	80	52	65
Upper WCol - % LF	77	20	26
Lower WCol - % LF	82	32	39
Blu Colr Job - % LF	137	48	35
Exec Lvl Job - % LF	92	11	12
Prof Lvl Job - % LF	64	9	14
Skilld Labor - % LF	127	14	11
In Military - % APs	50	1	2
Office Sector- % LF	95	36	38
Public Sector- % LF	91	20	22
Sales/Srv Sec- % LF	111	20	18
Manuf/Oth Sec- % LF	114	25	22
Empldy/Lab Force- %	96	64	67
Wm Emp/Adlt Wm - %	94	59	63
Two Incomes+ - % HH	100	93	93
Educat/Yrs - Median	96	12.4	12.9
Not HS Grad - % APs	144	36	25
HS Grad Only- % APs	97	37	38
Some College- % APs	78	14	18
College Grad- % APs	65	13	20
White - % Persons	126	73	58
Black - % Persons	66	25	38
Hsp/As/Oth - % Pers	50	2	4
Non-Wh/All - % Pers	64	27	42
W Euro Orig - % Prs	117	21	18
Oth Eur Orig- % Prs	75	3	4
*Racial Balance	64	54	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	103	32	31
Age: 0-5 - $\frac{1}{2}$ Persns	78	7	9
Age: 6-13 - $\frac{1}{2}$ Pers	109	12	11
Age: 14-17 - $\frac{1}{2}$ Pers	143	10	7
Age: 18-24 - $\frac{1}{2}$ Pers	85	11	13
Age: 25-34 - $\frac{1}{2}$ Pers	76	16	21
Age: 35-64 - $\frac{1}{2}$ Pers	113	36	32
Age: 65 Yr+ - $\frac{1}{2}$ Prs	129	9	7
Children/HH - Mean	111	1.8	1.6
Childless HHs - $\frac{1}{2}$	94	50	53
In School/3Yr+- $\frac{1}{2}$ HH	107	16	15
Married - $\frac{1}{2}$ Persons	113	59	52
*Single Parent Fams	94	48	52
*Public Asst HHs	117	39	34
1,2-Pers HHs - $\frac{1}{2}$ HH	87	40	46
*Delayed Entry Pers	81	22	33
*Couples w/o Kids	109	69	63
*Pre-Teen Families	81	41	52
*Families w/Teens	140	58	40
*Lvng Home Families	103	55	53
*Empty Nest HHs	115	50	44
*Population Density	50	35	70
HH Growth/Yr - Mean	303	3.18	1.05
Commute/Mins.- Mean	121	35	29
Vehicles/HH - Mean	128	2.3	1.8
Cur Addr <5Yr- $\frac{1}{2}$ Prs	78	42	54
Resid Lngth/Yr-Mean	122	11	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel- $\frac{1}{2}$ HH	123	87	71
10+ Unit Dwel- $\frac{1}{2}$ HH	6	1	17
Hsing Unit Age-Mean	100	23	23
Own/Occ Hsing- $\frac{1}{2}$ HH	117	61	52
Rented Housng- $\frac{1}{2}$ HH	81	39	48
Condo Housing- $\frac{1}{2}$ HH	139	25	18
HU Mark Valu-Median	108	\$122,297	\$113,023

CLUSTER 21: Blue Collar Blacks

Cluster 21 consists of relatively stable, almost entirely black neighborhoods. The dominant occupational group is blue collar, work disproportionately taking place in the manufacturing sector. A Cluster 21 resident is 44 percent more likely to lack high school diplomas than the average Prince Georgian, and chances are that there will be \$5,000 less in his pay envelope per annum. There are definite pockets of poverty here (15 percent live below the poverty line, the "public assistance" index registers a high figure, and there exists a disproportionate number of single parent households). Still, many factors point to stability and even hope for advancement. Over half of Cluster 21's households occupy their own detached unit homes, employment is at least at the County mean and there is almost an absence of rootless young singles.



CLUSTER 21: ATTRIBUTES BY TYPE

NICKNAME: Blue Collar Blacks

NO. HHs : 14,035 % COUNTY: 5.57
 NO. PERS: 46,530 % COUNTY: 6.65
 HH RANK : 7

SES Level (S=0-100)	<u>Index</u> 82	<u>Clust</u> 40	<u>County</u> 49
Income/Fam - Median	87	\$34,709	\$39,739
\$ 0-14,999 - % HHs	125	15	12
\$ 15-34,999 - % HHs	113	36	32
\$ 35-74,999 - % HHs	98	44	45
> \$ 75,000 - % HHs	45	5	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	72	26	37
Wht Colr Job - % LF	85	55	65
Upper WCol - % LF	54	14	26
Lower WCol - % LF	105	41	39
Blu Colr Job - % LF	129	45	35
Exec Lvl Job - % LF	58	7	12
Prof Lvl Job - % LF	50	7	14
Skilld Labor - % LF	100	11	11
In Military - % APs	0	0	2
Office Sector- % LF	92	35	38
Public Sector- % LF	114	25	22
Sales/Srv Sec- % LF	89	16	18
Manuf/Oth Sec- % LF	109	24	22
Emplyd/Lab Force- %	100	67	67
Wm Emp/Adlt Wm - %	108	68	63
Two Incomes+ - % HH	101	94	93
Educat/Yrs - Median	96	12.3	12.9
Not HS Grad - % APs	144	36	25
HS Grad Only- % APs	116	44	38
Some College- % APs	78	14	18
College Grad- % APs	30	6	20
White - % Persons	16	9	58
Black - % Persons	237	90	38
Hsp/As/Oth - % Pers	25	1	4
Non-Wh/All - % Pers	217	91	42
W Euro Orig - % Prs	17	3	18
Oth Eur Orig- % Prs	25	1	4
*Racial Balance	21	18	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	81	25	31
Age: 0-5 - % Persns	122	11	9
Age: 6-13 - % Pers	145	16	11
Age: 14-17 - % Pers	143	10	7
Age: 18-24 - % Pers	100	13	13
Age: 25-34 - % Pers	90	19	21
Age: 35-64 - % Pers	91	29	32
Age: 65 Yr+ - % Prs	43	3	7
Children/HH - Mean	145	2.3	1.6
Childless HHs - %	66	35	53
In School/3Yr+-% HH	107	16	15
Married - % Persons	85	44	52
*Single Parent Fams	164	100	52
*Public Asst HHs	122	41	34
1,2-Pers HHs - % HH	67	31	46
*Delayed Entry Pers	113	40	33
*Couples w/o Kids	57	30	63
*Pre-Teen Families	55	26	52
*Families w/Teens	177	74	40
*Lvng Home Families	144	82	53
*Empty Nest HHs	31	13	44
*Population Density	116	81	70
HH Growth/Yr - Mean	50	.53	1.05
Commute/Mins.- Mean	114	33	29
Vehicles/HH - Mean	87	1.5	1.8
Cur Addr <5Yr-%Prs	93	50	54
Resid Lngth/Yr-Mean	89	8	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	103	73	71
10+ Unit Dwell-% HH	65	11	17
Hsing Unit Age-Mean	104	24	23
Own/Occ Hsing- % HH	104	54	52
Rented Housng- % HH	96	46	48
Condo Housing- % HH	83	15	18
HU Mark Valu-Median	76	\$86,181	\$113,023

CLUSTER 22: Downtown PG

The tracts making up Cluster 22 (parts of Chillum, Cheverly, Landover, Capitol, Washington and District Heights and Hillcrest) come as close to city-style neighborhoods as can be found in Prince George's County. Demographically, this is the most population dense of all clusters. Racially, "Downtown PG" is a balance of two non-whites for every white (5 percent are Hispanic or Asian in origin). Land use is very mixed, including restaurants, bars and discos, blocks of storefront businesses, small plants, older shopping centers, all interwoven with residential dwellings of every description -- single unit detached homes, condominiums, rowhouses and many genuine apartment buildings. Renting is the predominant mode of residency (85 percent greater than County average), incomes are very low for Prince George's (\$15,000 per annum off pace), and outright poverty is relatively common (23 percent of all households). Even so, the employment rate matches the County level, and much of low socio-economic ranking of "Downtown PG" is explained by the disproportionate numbers of very young, single blue collar workers -- who add a special verve to the Cluster 21 "scene," especially at night.



CLUSTER 22: ATTRIBUTES BY TYPE

NICKNAME: Downtown PG

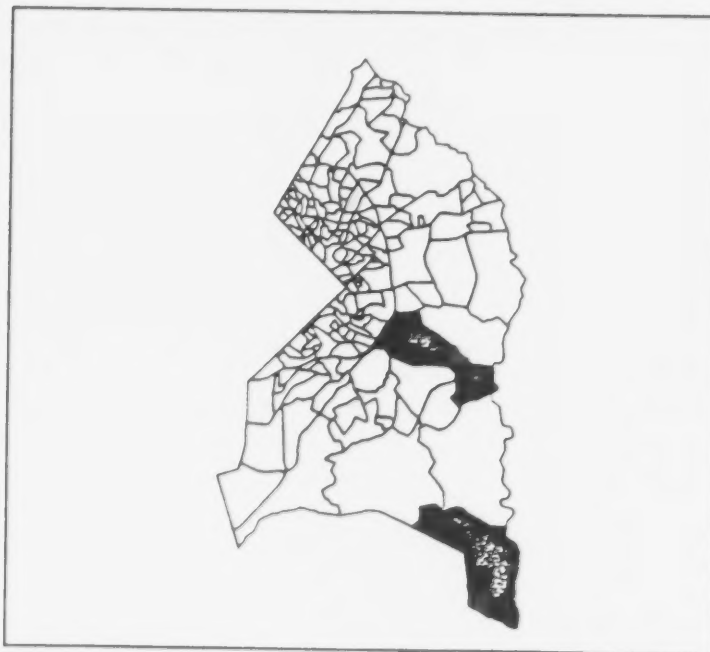
NO. HHs : 22,105 % COUNTY: 8.77
 NO. PERS: 53,375 % COUNTY: 7.63
 HH RANK : 2

SES Level (S=0-100)	<u>Index</u> 80	<u>Clust</u> 39	<u>County</u> 49
Income/Fam - Median	62	\$24,662	\$39,739
\$ 0-14,999 - % HHs	192	23	12
\$ 15-34,999 - % HHs	153	49	32
\$ 35-74,999 - % HHs	58	26	45
> \$ 75,000 - % HHs	18	2	11
> \$ 150,000 - % HHs	0	0	1
*HH Indebtedness	61	21	37
Wht Colr Job - % LF	91	59	65
Upper WCol - % LF	62	16	26
Lower WCol - % LF	110	43	39
Blu Colr Job - % LF	117	41	35
Exec Lvl Job - % LF	67	8	12
Prof Lvl Job - % LF	57	8	14
Skilld Labor - % LF	100	11	11
In Military - % APs	100	2	2
Office Sector- % LF	92	35	38
Public Sector- % LF	109	24	22
Sales/Srv Sec- % LF	100	18	18
Manuf/Oth Sec- % LF	105	23	22
Empld/Lab Force- %	103	69	67
Wm Emp/Adlt Wm - %	105	66	63
Two Incomes+ - % HH	99	92	93
Educat/Yrs - Median	97	12.5	12.9
Not HS Grad - % APs	116	29	25
HS Grad Only- % APs	111	42	38
Some College- % APs	100	18	18
College Grad- % APs	55	11	20
White - % Persons	57	33	58
Black - % Persons	166	63	38
Hsp/As/Oth - % Pers	125	5	4
Non-Wh/All - % Pers	160	67	42
W Euro Orig - % Prs	61	11	18
Oth Eur Orig- % Prs	50	2	4
*Racial Balance	79	66	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	84	26	31
Age: 0-5 - % Persns	144	13	9
Age: 6-13 - % Pers	118	13	11
Age: 14-17 - % Pers	71	5	7
Age: 18-24 - % Pers	115	15	13
Age: 25-34 - % Pers	133	28	21
Age: 35-64 - % Pers	69	22	32
Age: 65 Yr+ - % Pers	57	4	7
Children/HH - Mean	81	1.3	1.6
Childless HHs - %	100	53	53
In School/3Yr+-% HH	80	12	15
Married - % Persons	77	40	52
*Single Parent Fams	127	72	52
*Public Asst HHs	117	40	34
1,2-Pers HHs - % HH	122	56	46
*Delayed Entry Pers	129	49	33
*Couples w/o Kids	79	47	63
*Pre-Teen Families	113	59	52
*Families w/Teens	48	18	40
*Lvng Home Families	86	44	53
*Empty Nest HHs	46	20	44
*Population Density	116	81	70
HH Growth/Yr - Mean	41	.43	1.05
Commute/Mins.- Mean	110	32	29
Vehicles/HH - Mean	64	1.1	1.8
Cur Addr <5Yr-% Pers	144	78	54
Resid Lngth/Yr-Mean	44	4	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	46	33	71
10+ Unit Dwell-% HH	265	45	17
Hsing Unit Age-Mean	96	22	23
Own/Occ Hsing- % HH	21	11	52
Rented Housng- % HH	185	89	48
Condo Housing- % HH	150	27	18
HU Mark Valu-Median	88	\$99,939	\$113,023

CLUSTER 23: Country Blues

Although the very rural, racially balanced, locales which constitute Cluster 23 are, collectively, the fastest growing in the entire County (development rate 245 percent above average!), nevertheless times are far from good there. Cluster 23's labor force, led by the second most disproportionately blue collar segment of any Prince George's lifestyle grouping, faces an employment rate sagging 22 below the County mean; and even though over 80 percent live in single unit housing, over half the "Country Blues" households must rent and its owner/occupiers shoulder the fourth highest home-connected indebtedness among those of any cluster. One of Cluster 23's problems is the assimilation of the disproportionate numbers of single, non-high school graduating young people who have flocked to "Country Blues" areas (Eagle Harbor, Westwood, Baden, and parts west of Largo) looking for work.



CLUSTER 23: ATTRIBUTES BY TYPE

NICKNAME: Country Blues

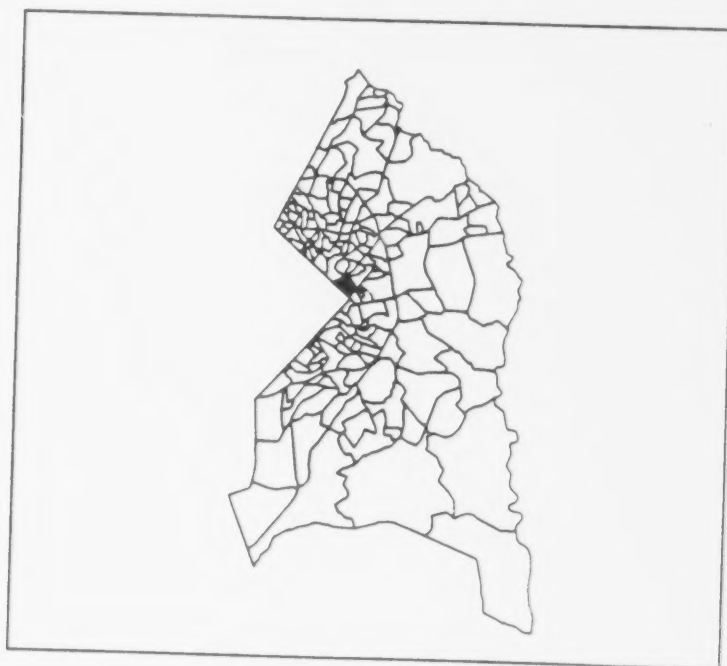
NO. HHs :	2,486	% COUNTY:	.99
NO. PERs:	7,859	% COUNTY:	1.12
HH RANK :	20		

SES Level (S=0-100)	Index 78	Clust 38	County 49
Income/Fam - Median	88	\$34,815	\$39,739
\$ 0-14,999 - % HHs	158	19	12
\$ 15-34,999 - % HHs	103	33	32
\$ 35-74,999 - % HHs	84	38	45
> \$ 75,000 - % HHs	91	10	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	167	63	37
Wht Colr Job - % LF	80	52	65
Upper WCol - % LF	69	18	26
Lower WCol - % LF	87	34	39
Blu Colr Job - % LF	137	48	35
Exec Lvl Job - % LF	67	8	12
Prof Lvl Job - % LF	71	10	14
Skilled Labor - % LF	136	15	11
In Military - % APs	50	1	2
Office Sector- % LF	76	29	38
Public Sector- % LF	95	21	22
Sales/Srv Sec- % LF	100	18	18
Manuf/Oth Sec- % LF	145	32	22
Empld/Lab Force- %	78	52	67
Wm Emp/Adlt Wm - %	73	46	63
Two Incomes+ - % HH	98	91	93
Educate/Yrs - Median	94	12.1	12.9
Not HS Grad - % APs	168	42	25
HS Grad Only- % APs	95	36	38
Some College- % APs	72	13	18
College Grad- % APs	45	9	20
White - % Persons	90	52	58
Black - % Persons	124	47	38
Hsp/As/Oth - % Pers	25	1	4
Non-Wh/All - % Pers	114	48	42
W Euro Orig - % Prs	94	17	18
Oth Eur Orig- % Prs	50	2	4
*Racial Balance	114	96	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	97	30	31
Age: 0-5 - % Persns	89	8	9
Age: 6-13 - % Pers	91	10	11
Age: 14-17 - % Pers	100	7	7
Age: 18-24 - % Pers	115	15	13
Age: 25-34 - % Pers	100	21	21
Age: 35-64 - % Pers	97	31	32
Age: 65 Yr+ - % Prs	129	9	7
Children/HH - Mean	102	1.7	1.6
Childless HHs - %	106	56	53
In School/3Yr+-% HH	87	13	15
Married - % Persons	98	51	52
*Single Parent Fams	95	49	52
*Public Asst HHs	126	43	34
1,2-Pers HHs - % HH	102	47	46
*Delayed Entry Pers	104	35	33
*Couples w/o Kids	105	66	63
*Pre-Teen Families	108	56	52
*Families w/Teens	78	31	40
*Lvng Home Families	99	53	53
*Empty Nest HHs	100	43	44
*Population Density	49	34	70
HH Growth/Yr - Mean	345	3.62	1.05
Commute/Mins.- Mean	114	33	29
Vehicles/HH - Mean	105	1.9	1.8
Cur Adrrs <5Yr-%Prs	70	38	54
Resid Lngth/Yr-Mean	133	12	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwell-% HH	117	83	71
10+ Unit Dwell-% HH	0	0	17
Hsing Unit Age-Mean	109	25	23
Own/Occ Hsing- % HH	88	46	52
Rented Housng- % HH	113	54	48
Condo Housing- % HH	217	39	18
HU Mark Valu-Median	97	\$109,732	\$113,023

CLUSTER 24: City Line

Just over the District line (Seat Pleasant and part of Mt. Rainier) we discover a cluster of near 100 percent black neighborhoods which carry many of the city's problems over into the County. An absolute majority of adult residents work at blue collar jobs when they can find them, but the employment rate is worse here than anywhere in the county. Over a quarter of the households get by on less than \$15,000 a year and the scores on indexes detecting single parent families and public assistance need are tops here. Almost half the population over 18 dropped out of high school before graduating. By age, "City Liners" tend to be either very young or very old. Cluster 24, however, distances itself from the true minority ghetto pattern in two important ways. First, the street corners are relatively empty of completely foot-loose young adult singles; 18-24 year olds are under-represented here and those that do reside in Cluster 24 seem like most people in "City Line" to be connected to families of some sort or another. Second, by housing pattern alone Cluster 24 neighborhoods cannot be classified as "slums" -- there are hardly any tenements in "City Line." Instead, folk tend to own and live in their own single, detached homes, low-valued and suffering with age though the housing stock may be.



CLUSTER 24: ATTRIBUTES BY TYPE

NICKNAME: City Line

NO. HHs :	2,930	% COUNTY:	1.16
NO. PERs:	8,456	% COUNTY:	1.21
HH RANK :	19		

	<u>Index</u>	<u>Clust</u>	<u>County</u>
SES Level (S=0-100)	65	32	49
Income/Fam - Median	68	\$27,099	\$39,739
\$ 0-14,999 - % HHs	217	26	12
\$ 15-34,999 - % HHs	119	38	32
\$ 35-74,999 - % HHs	69	31	45
> \$ 75,000 - % HHs	45	5	11
> \$ 150,000 - % HHs	100	1	1
*HH Indebtedness	46	15	37
Wht Colr Job - % LF	72	47	65
Upper WCol - % LF	46	12	26
Lower WCol - % LF	90	35	39
Blu Colr Job - % LF	151	53	35
Exec Lvl Job - % LF	58	7	12
Prof Lvl Job - % LF	36	5	14
Skilld Labor - % LF	100	11	11
In Military - % APs	0	0	2
Office Sector- % LF	103	39	38
Public Sector- % LF	105	23	22
Sales/Srv Sec- % LF	67	12	18
Manuf/Oth Sec- % LF	118	26	22
Emplyd/Lab Force- %	79	53	67
Wm Emp/Adlt Wm - %	84	53	63
Two Incomes+ - % HH	87	81	93
Educat/Yrs - Median	92	11.8	12.9
Not HS Grad - % APs	196	49	25
HS Grad Only- % APs	84	32	38
Some College- % APs	67	12	18
College Grad- % APs	30	6	20
White - % Persons	3	2	58
Black - % Persons	258	98	38
Hsp/As/Oth - % Pers	25	1	4
Non-Wh/All - % Pers	233	98	42
W Euro Orig - % Prs	6	1	18
Oth Eur Orig- % Prs	0	0	4
*Racial Balance	5	4	84

	<u>Index</u>	<u>Clust</u>	<u>County</u>
Age/Yrs - Median	106	33	31
Age: 0-5 - % Persns	78	7	9
Age: 6-13 - % Pers	91	10	11
Age: 14-17 - % Pers	129	9	7
Age: 18-24 - % Pers	100	13	13
Age: 25-34 - % Pers	67	14	21
Age: 35-64 - % Pers	106	34	32
Age: 65 Yr+ - % Prs	186	13	7
Children/HH - Mean	121	1.9	1.6
Childless HHs - %	102	54	53
In School/3Yr+-% HH	87	13	15
Married - % Persons	75	39	52
*Single Parent Fams	128	73	52
*Public Asst HHs	295	100	34
1,2-Pers HHs - % HH	93	43	46
*Delayed Entry Pers	85	24	33
*Couples w/o Kids	77	46	63
*Pre-Teen Families	58	28	52
*Families w/Teens	108	44	40
*Lvng Home Families	108	59	53
*Empty Nest HHs	99	43	44
*Population Density	123	86	70
HH Growth/Yr - Mean	36	.38	1.05
Commute/Mins.- Mean	131	38	29
Vehicles/HH - Mean	78	1.4	1.8
Cur Addr <5Yr-%Prs	63	34	54
Resid Lngth/Yr-Mean	156	14	9
*Dormitory Presence	6	0	0
*Mil Barrack Presnc	8	0	0
Sngl Unit Dwel-% HH	108	77	71
10+ Unit Dwell-% HH	82	14	17
Hsing Unit Age-Mean	148	34	23
Own/Occ Hsing- % HH	110	57	52
Rented Housng- % HH	90	43	48
Condo Housing- % HH	61	11	18
HU Mark Valu-Median	68	\$77,320	\$113,023

SUPPLEMENTARY TABLES

The Clusters Viewed Comparatively

SUPPLEMENTARY TABLE A1: County Households and Population
by Cluster (1989) - HH Size Order

HH Rank =====	C# NICKNAME == =====	No. HHs =====	% County HHs =====	No. Persons =====	% County Pop. =====
1	8 Brt Begs	26,792	10.7	62,356	9.0
2	22 Dntwn PG	22,105	8.8	53,375	7.7
3	16 Min Rows	21,565	8.6	49,257	7.1
4	19 Old-Timr	15,801	6.3	38,530	5.5
5	18 Mid Amer	14,620	5.8	40,530	5.8
6	9 Hmstders	14,589	5.8	46,869	6.7
7	21 BC Blcks	14,035	5.6	46,530	6.7
8	10 New Cols	13,870	5.5	33,796	4.9
9	14 Bohm Mix	13,422	5.4	27,449	4.0
10	17 Emrg Min	12,877	5.1	35,173	5.1
11	15 Levittwn	11,833	4.7	34,926	5.0
12	5 Bway Hvn	11,745	4.7	34,661	5.0
13	1 Ctry Clb	10,843	4.3	36,101	5.2
14	2 Exrb Drm	9,628	3.8	31,499	4.5
15	6 Rbow Mnr	8,509	3.4	27,642	4.0
16	3 Agng Aff	6,695	2.7	18,444	2.7
17	11 Surg Min	5,789	2.3	19,659	2.8
19	24 City Lin	2,930	1.2	8,456	1.2
20	23 Ctry Blu	2,486	1.0	7,859	1.1
21	12 Ft Georg	2,193	0.9	9,610	1.4
22	4 Soph Mix	1,500	0.6	2,878	0.4
23	7 Govt Mix	1,476	0.6	4,365	0.6
24	13 Dorm Pls	135	0.1	9,552	1.4
--	PG COUNTY	250,245	100.0	694,365	100.0

SUPPLEMENTARY TABLE A2: County Households and Population
Cumulatively by Cluster (1989)
- Household Size Order

HH Rank =====	C# =====	NICKNAME =====	Cumulat No. HHs =====	Cum % County HHs =====	Cum No. Persons =====	Cum % County Pop. =====
1	8	Brt Begs	26,792	10.7	62,356	9.0
2	22	Dntwn PG	48,897	19.5	115,731	16.7
3	16	Min Rows	70,462	28.2	164,988	23.8
4	19	Old-Timr	86,263	34.5	203,518	29.3
5	18	Mid Amer	100,883	40.3	244,048	35.1
6	9	Hmstders	115,472	46.1	290,917	41.9
7	21	BC Blcks	129,507	51.8	337,447	48.6
8	10	New Cols	143,377	57.3	371,243	53.5
9	14	Bohm Mix	156,799	62.7	398,692	57.4
10	17	Emrg Min	169,676	67.8	433,865	62.5
11	15	Levittwn	181,509	72.5	468,791	67.5
12	5	Bway Hvn	193,254	77.2	503,452	72.5
13	1	Ctry Clb	204,097	81.6	539,553	77.7
14	2	Exrb Drm	213,725	85.4	571,052	82.2
15	6	Rbow Mnr	222,234	88.8	598,694	86.2
16	3	Agng Aff	228,929	91.5	617,138	88.9
17	11	Surg Min	234,718	93.8	636,797	91.7
18	20	Boom Twm	239,525	95.7	651,645	93.8
19	24	City Lin	242,455	96.9	660,101	95.1
20	23	Ctry Blu	244,941	97.9	667,960	96.2
21	12	Ft Georg	247,134	98.8	677,570	97.6
22	4	Soph Mix	248,634	99.4	680,448	98.0
23	7	Govt Mix	250,110	99.9	684,813	98.6
24	13	Dorm Pls	250,245	100.0	694,365	100.0
--		PG COUNTY	250,245	100.0	694,365	100.0

SUPPLEMENTARY TABLE B1: Selected Key Variables by Cluster

C#	NICKNAME	SES Scal	% Income \$75K+	% Job UWC	% Coll Grad	% Age 14-24	% Age 65+	% Black	Dens. Scal	% Yr Grow Rate	% Sngl Unit	% Owner Occup
==	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
01	Ctry Clb	66	26	39	36	20	5	10	43	2.9	98	84
02	Exrb Drm	64	23	40	33	17	4	14	40	3.2	97	86
03	Agng Aff	63	20	42	35	15	16	15	88	.2	90	78
04	Soph Mix	73	14	50	58	15	10	7	84	.4	43	23
05	Bway Hvn	59	23	33	30	21	6	10	70	.6	86	76
06	Rbow Mnr	57	21	29	22	18	4	45	56	1.9	94	79
07	Govt Mix	55	14	30	19	17	10	54	77	1.0	96	83
08	Brt Begs	54	8	32	31	21	4	15	60	1.7	49	22
09	Hmstders	54	16	27	19	18	5	23	42	1.8	95	81
10	New Cols	51	11	30	26	20	7	22	68	1.3	62	39
11	Surg Min	50	16	25	14	22	3	92	77	.6	85	71
12	Ft Georg	47	0	22	13	21	0	20	50	-.1	46	1
13	Dorm Pls	48	19	31	16	53	18	45	65	1.0	65	11
14	Bohm Mix	47	1	26	28	23	8	35	85	.1	24	1
15	Levittwn	46	10	21	14	18	8	17	78	.5	94	83
16	Min Rows	46	6	23	18	17	10	60	90	.2	50	30
17	Emrg Min	44	6	21	13	19	5	68	79	.4	51	34
18	Mid Amer	42	6	20	12	20	7	22	73	.8	66	46
19	Old-Timr	42	4	22	15	17	14	18	84	.7	70	52
20	Boom Twn	41	10	20	13	21	9	25	35	3.2	87	61
21	BC Blcks	40	5	14	6	23	3	90	81	.5	73	54
22	Dntwn PG	39	2	16	11	20	4	63	81	.4	33	11
23	Ctry Blu	38	10	18	9	22	9	47	34	3.6	83	46
24	City Lin	32	5	12	6	22	13	98	86	.4	77	57
PG COUNTY		49	11	26	20	20	7	38	70	1.1	71	52

SUPPLEMENTARY TABLE B2: Selected Key Variables by Cluster
[Indexed to County Mean]

C#	NICKNAME	SES Indx	Income \$75K+ Indx	Job UWC Indx	Coll Grad Indx	Age 14-24 Indx	Age 65+ Indx	Black Indx	Dens. Yr Scal Indx	Grow Rate Indx	Sngl Unit Indx	Owner Occup Indx
==	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
01	Ctry Clb	135	236	146	180	100	71	26	61	277	138	162
02	Exrb Drm	131	209	149	165	85	57	37	57	309	137	165
03	Agng Aff	129	182	157	175	75	229	39	126	17	127	150
04	Soph Mix	149	127	187	290	75	143	18	120	34	61	44
05	Bway Hvn	120	209	123	150	105	86	26	100	56	121	146
06	Rbow Mnr	116	191	108	110	90	57	118	80	183	132	152
07	Govt Mix	112	127	112	95	85	143	142	110	91	135	160
08	Brt Begs	110	73	120	155	105	57	39	86	157	69	42
09	Hmstders	110	145	101	95	90	71	61	60	171	134	156
10	New Cols	104	100	112	130	100	100	58	97	120	87	75
11	Surg Min	102	145	93	70	110	43	242	110	53	120	137
12	Ft Georg	96	0	82	65	105	0	53	71	-6	65	2
13	Dorm Pls	98	173	116	80	265	257	118	93	97	92	21
14	Bohm Mix	96	9	97	140	115	114	92	121	11	34	2
15	Levittwn	94	91	78	70	90	114	45	111	48	132	160
16	Min Rows	94	55	86	90	85	143	158	129	21	70	58
17	Emrg Min	90	55	78	65	95	71	179	113	39	72	65
18	Mid Amer	86	55	75	60	100	100	58	104	76	93	88
19	Old-Timr	86	36	82	75	85	200	47	120	63	99	100
20	Boom Twn	84	91	75	65	105	129	66	50	303	123	117
21	BC Blcks	82	45	52	30	115	43	237	116	50	103	104
22	Dntwn PG	80	18	60	55	100	57	166	116	41	46	21
23	Ctry Blu	78	91	67	45	110	129	124	49	345	117	88
24	City Lin	65	45	45	30	110	186	258	123	36	108	110
PG COUNTY		100	100	100	100	100	100	100	100	100	100	100

SUPPLEMENTARY TABLE C1: Annual Household Income and Job Status
by Cluster - Ranked by SES Scale

C#	NICKNAME	SES Scal	Inc-K >\$15	Inc-K \$15-34	Inc-K \$35-74	Incme \$75K+	Upper WhCol	Lower WhCol	Upper BlCol	Lower BlCol
==	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
04	Soph Mix	73	13	35	38	14	50	35	4	11
01	Ctry Clb	66	3	11	60	26	39	36	7	18
02	Exrb Drm	64	3	11	63	23	40	36	8	16
03	Agng Aff	63	9	20	51	20	42	35	8	15
05	Bway Hvn	59	5	18	54	23	33	42	10	15
06	Rbow Mnr	57	6	16	57	21	29	40	10	21
07	Govt Mix	55	9	19	59	14	30	42	7	21
08	Brt Begs	54	8	37	46	8	32	39	11	18
09	Hmstders	54	6	17	61	16	27	40	14	19
10	New Cols	51	11	34	44	11	30	40	11	19
11	Surg Min	50	7	25	52	16	25	40	8	27
PG	COUNTY	49	12	32	45	11	26	39	11	24
13	Dorm Pls	48	13	13	56	19	31	33	1	35
12	Ft Georg	47	6	61	33	0	22	48	7	23
14	Bohm Mix	47	22	47	29	1	26	42	8	24
15	Levittwn	46	9	27	54	10	21	40	14	25
16	Min Rows	46	15	41	38	6	23	44	9	24
17	Emrg Min	44	13	39	42	6	21	40	11	28
18	Mid Amer	42	13	40	41	6	20	39	15	26
19	Old-Timr	42	20	37	39	4	22	38	15	25
20	Boom Twn	41	13	27	50	10	20	32	14	34
21	BC Blcks	40	15	36	44	5	14	41	11	34
22	Dntwn PG	39	23	49	26	2	16	43	11	30
23	Ctry Blu	38	19	33	38	10	18	34	15	33
24	City Lin	32	26	38	31	5	12	35	11	42

SUPPLEMENTARY TABLE C2: Annual Household Income and Job Status
by Cluster - Ranked by SES Scale
[Index to County Mean]

C#	NICKNAME	SES Indx	Idx Inc-K >\$15	Idx Inc-K \$15-34	Idx Inc-K \$35-74	Idx Incme \$75K+	Idx Upper WhCol	Idx Lower WhCol	Idx Upper BlCol	Idx Lower BlCol
04	Soph Mix	149	108	109	84	127	187	90	36	45
01	Ctry Clb	135	25	34	133	236	146	92	64	74
02	Exrb Drm	131	25	34	140	209	149	92	73	66
03	Agng Aff	129	75	63	113	182	157	90	73	62
05	Bway Hvn	120	42	56	120	209	123	108	91	62
06	Rbow Mnr	116	50	50	127	191	108	103	91	86
07	Govt Mix	112	75	59	131	127	112	108	64	86
08	Brt Begs	110	67	116	102	73	120	100	100	74
09	Hmstders	110	50	53	136	145	101	103	127	78
10	New Cols	104	92	106	98	100	112	103	100	78
11	Surg Min	102	58	78	116	145	93	103	73	111
PG	COUNTY	100	100	100	100	100	100	100	100	100
13	Dorm Pls	98	108	41	124	173	116	85	9	144
12	Ft Georg	96	50	191	73	0	82	123	64	95
14	Bohm Mix	96	183	147	64	9	97	108	73	99
15	Levittwn	94	75	84	120	91	78	103	127	103
16	Min Rows	94	125	128	84	55	86	113	82	99
17	Emrg Min	90	108	122	93	55	78	103	100	115
18	Mid Amer	86	108	125	91	55	75	100	136	107
19	Old-Timr	86	167	116	87	36	82	97	136	103
20	Boom Twn	84	108	84	111	91	75	82	127	140
21	BC Blcks	82	125	113	98	45	52	105	100	140
22	Dntwn PG	80	192	153	58	18	60	110	100	124
23	Ctry Blu	78	158	103	84	91	67	87	136	136
24	City Lin	65	217	119	69	45	45	90	100	173

SUPPLEMENTARY TABLE D: Cluster Educational Achievement Levels - Clusters Rank Ordered

C#	NICKNAME	H.S. Non-Graduate		C#	NICKNAME	H.S. Grad Only	
		%	Idx			%	Idx
==	=====	===	===	==	=====	===	===
24	City Lin	49	196	12	Ft Georg	53	139
13	Dorm Pls	42	168	21	BC Bcks	44	116
23	Ctry Blu	42	168	15	Levittwn	44	116
20	Boom Twn	36	144	22	Dntwn PG	42	111
21	BC Bcks	36	144	17	Emrg Min	42	111
19	Old-Timr	34	136	18	Mid Amer	41	108
18	Mid Amer	31	124	09	Hmstders	41	108
22	Dntwn PG	29	116	07	Govt Mix	41	108
15	Levittwn	27	108	11	Surg Min	40	105
17	Emrg Min	27	108	16	Min Rows	38	100
16	Min Rows	26	104	PG	COUNTY	38	100
PG	COUNTY	25	100	06	Rbow Mnr	38	100
11	Surg Min	24	96	20	Boom Twn	37	97
09	Hmstders	21	84	05	Bway Hvn	37	97
07	Govt Mix	20	80	23	Ctry Blu	36	95
14	Bohm Mix	20	80	19	Old-Timr	36	95
10	New Cols	19	76	10	New Cols	36	95
03	Agng Aff	18	72	02	Exrb Drm	34	89
06	Rbow Mnr	18	72	08	Brt Begs	34	89
05	Bway Hvn	15	60	14	Bohm Mix	33	87
02	Exrb Drm	13	52	24	City Lin	32	84
08	Brt Begs	13	52	01	Ctry Clb	32	84
01	Ctry Clb	10	40	03	Agng Aff	29	76
12	Ft Georg	7	28	13	Dorm Pls	22	58
04	Soph Mix	5	20	04	Soph Mix	17	45

SUPPLEMENTARY TABLE D (Cont.)

C#	NICKNAME	Some College		C#	NICKNAME	College Graduate	
		%	Idx			%	Idx
12	Ft Georg	27	150	04	Soph Mix	58	290
01	Ctry Clb	22	122	01	Ctry Clb	36	180
11	Surg Min	21	117	03	Agng Aff	35	175
06	Rbow Mnr	21	117	02	Exrb Drm	33	165
02	Exrb Drm	21	117	08	Brt Begs	31	155
08	Brt Begs	21	117	05	Bway Hvn	30	150
07	Govt Mix	20	111	14	Bohm Mix	28	140
14	Bohm Mix	20	111	10	New Cols	26	130
13	Dorm Pls	20	111	06	Rbow Mnr	22	110
04	Soph Mix	20	111	PG	COUNTY	20	100
05	Bway Hvn	19	106	07	Govt Mix	19	95
10	New Cols	19	106	09	Hmstders	19	95
22	Dntwn PG	18	100	16	Min Rows	18	90
17	Emrg Min	18	100	13	Dorm Pls	16	80
09	Hmstders	18	100	19	Old-Timr	15	75
16	Min Rows	18	100	11	Surg Min	14	70
PG	COUNTY	18	100	15	Levittwn	14	70
03	Agng Aff	18	100	12	Ft Georg	13	65
15	Levittwn	15	83	17	Emrg Min	13	65
18	Mid Amer	15	83	20	Boom Twn	13	65
19	Old-Timr	15	83	18	Mid Amer	12	60
21	BC Blcks	14	78	22	Dntwn PG	11	55
20	Boom Twn	14	78	23	Ctry Blu	9	45
23	Ctry Blu	13	72	21	BC Blcks	6	30
24	City Lin	12	67	24	City Lin	6	30

SUPPLEMENTARY TABLE E: Cluster Age Characteristics
- Clusters Rank Ordered

C#	NICKNAME	% Age 14-17	Idx Age 14-17	C#	NICKNAME	% Age 18-24	Idx Age 18-24
01	Ctry Clb	10	143	13	Dorm Pls	51	392
11	Surg Min	10	143	14	Bohm Mix	20	154
20	Boom Twn	10	143	08	Brt Begs	16	123
21	BC Blcks	10	143	12	Ft Georg	16	123
02	Exrb Drm	9	129	23	Ctry Blu	15	115
06	Rbow Mnr	9	129	22	Dntwn PG	15	115
09	Hmstders	9	129	10	New Cols	14	108
24	City Lin	9	129	18	Mid Amer	14	108
05	Bway Hvn	8	114	21	BC Blcks	13	100
07	Govt Mix	8	114	24	City Lin	13	100
PG	COUNTY	7	100	05	Bway Hvn	13	100
15	Levittwn	7	100	PG	COUNTY	13	100
17	Emrg Min	7	100	04	Soph Mix	13	100
23	Ctry Blu	7	100	11	Surg Min	12	92
10	New Cols	6	86	17	Emrg Min	12	92
18	Mid Amer	6	86	16	Min Rows	12	92
03	Agng Aff	5	71	19	Old-Timr	12	92
08	Brt Begs	5	71	20	Boom Twn	11	85
16	Min Rows	5	71	15	Levittwn	11	85
19	Old-Timr	5	71	01	Ctry Clb	10	77
12	Ft Georg	5	71	03	Agng Aff	10	77
22	Dntwn PG	5	71	06	Rbow Mnr	9	69
14	Bohm Mix	3	43	09	Hmstders	9	69
04	Soph Mix	2	29	07	Govt Mix	9	69
13	Dorm Pls	2	29	02	Exrb Drm	8	62

SUPPLEMENTARY TABLE E (Cont.)

C#	NICKNAME	% Age 25-34	Idx Age 25-34	C#	NICKNAME	% Age 35-64	Idx Age 35-64
==	=====	=====	=====	==	=====	=====	=====
04	Soph Mix	33	157	07	Govt Mix	42	131
14	Bohm Mix	32	152	05	Bway Hvn	41	128
12	Ft Georg	31	148	01	Ctry Clb	41	128
08	Brt Begs	30	143	02	Exrb Drm	38	119
22	Dntwn PG	28	133	06	Rbow Mnr	38	119
17	Emrg Min	25	119	03	Agng Aff	37	116
10	New Cols	24	114	09	Hmstders	37	116
16	Min Rows	24	114	11	Surg Min	37	116
18	Mid Amer	22	105	15	Levittwn	36	113
19	Old-Timr	22	105	20	Boom Twm	36	113
23	Ctry Blu	21	100	04	Soph Mix	34	106
PG	COUNTY	21	100	24	City Lin	34	106
21	BC Blcks	19	90	10	New Cols	32	100
15	Levittwn	19	90	PG	COUNTY	32	100
03	Agng Aff	18	86	16	Min Rows	31	97
09	Hmstders	18	86	23	Ctry Blu	31	97
02	Exrb Drm	18	86	18	Mid Amer	30	94
06	Rbow Mnr	17	81	19	Old-Timr	30	94
20	Boom Twm	16	76	21	BC Blcks	29	91
05	Bway Hvn	15	71	08	Brt Begs	27	84
11	Surg Min	15	71	17	Emrg Min	27	84
24	City Lin	14	67	14	Bohm Mix	22	69
01	Ctry Clb	14	67	22	Dntwn PG	22	69
07	Govt Mix	13	62	13	Dorm Pls	20	63
13	Dorm Pls	5	24	12	Ft Georg	18	56

SUPPLEMENTARY TABLE E (Cont.)

C#	NICKNAME	% Age 65 up	Idx Age 65 up
---	-----	-----	-----
13	Dorm Pls	18	257
03	Agng Aff	16	229
19	Old-Timr	14	200
24	City Lin	13	186
07	Govt Mix	10	143
04	Soph Mix	10	143
16	Min Rows	10	143
20	Boom Twn	9	129
23	Ctry Blu	9	129
15	Levittwn	8	114
14	Bohm Mix	8	114
10	New Cols	7	100
PG	COUNTY	7	100
18	Mid Amer	7	100
05	Bway Hvn	6	86
01	Ctry Clb	5	71
09	Hmstders	5	71
17	Emrg Min	5	71
02	Exrb Drm	4	57
06	Rbow Mnr	4	57
08	Brt Begs	4	57
22	Dntwn PG	4	57
11	Surg Min	3	43
21	BC Blcks	3	43
12	Ft Georg	0	0

SUPPLEMENTARY TABLE F: Cluster Racial Characteristics
- Rank Ordered by Percent Non-White

C#	NICKNAME	% Non- White	% Black	% NonW Oth	Racial Balance Scale	Idx Non- White	Idx Black	Idx NonWh Oth	Racial Balance Index
==	=====	=====	=====	=====	=====	=====	=====	=====	=====
24	City Lin	98	98	1	4	233	258	25	5
11	Surg Min	93	92	1	14	221	242	25	17
21	BC Blcks	91	90	1	18	217	237	25	21
17	Emrg Min	71	68	3	58	169	179	75	69
22	Dntwn PG	67	63	5	66	160	166	125	79
16	Min Rows	64	60	4	72	152	158	100	86
07	Govt Mix	56	54	2	88	133	142	50	105
06	Rbow Mnr	49	45	4	98	117	118	100	117
13	Dorm Pls	48	45	2	96	114	118	50	114
23	Ctry Blu	48	47	1	96	114	124	25	114
14	Bohm Mix	46	35	11	92	110	92	275	110
PG	COUNTY	42	38	4	84	100	100	100	100
12	Ft Georg	28	20	7	56	67	53	175	67
20	Boom Twn	27	25	2	54	64	66	50	64
18	Mid Amer	27	22	4	54	64	58	100	64
10	New Cols	26	22	4	52	62	58	100	62
09	Hmstders	26	23	3	52	62	61	75	62
03	Agng Aff	22	15	7	44	52	39	175	52
19	Old-Timr	21	18	4	42	50	47	100	50
15	Levittwn	20	17	4	40	48	45	100	48
08	Brt Begs	19	15	4	38	45	39	100	45
02	Exrb Drm	18	14	4	36	43	37	100	43
05	Bway Hvn	15	10	5	30	36	26	125	36
04	Soph Mix	13	7	6	26	31	18	150	31
01	Ctry Clb	13	10	3	26	31	26	75	31

SUPPLEMENTARY TABLE G: Cluster Geo-Area Characteristics
- Rank Ordered by Percent Growth

C#	NICKNAME	% Yrly Growth Rate	Density Scale	% Owner Occup	% Yrly Growth Rate	Density Scale	% Owner Occup
==	=====	=====	=====	=====	=====	=====	=====
23	Ctry Blu	3.6	34	46	345	49	88
02	Exrb Drm	3.2	40	86	309	57	165
20	Boom Twn	3.2	35	61	303	50	117
01	Ctry Clb	2.9	43	84	277	61	162
06	Rbow Mnr	1.9	56	79	183	80	152
09	Hmstders	1.8	42	81	171	60	156
08	Brt Begs	1.7	60	22	157	86	42
10	New Cols	1.3	68	39	120	97	75
PG	COUNTY	1.1	70	52	100	100	100
13	Dorm Pls	1.0	65	11	97	93	21
07	Govt Mix	1.0	77	83	91	110	160
18	Mid Amer	.8	73	46	76	104	88
19	Old-Timr	.7	84	52	63	120	100
05	Bway Hvn	.6	70	76	56	100	146
11	Surg Min	.6	77	71	53	110	137
21	BC Blcks	.5	81	54	50	116	104
15	Levittwn	.5	78	83	48	111	160
22	Dntwn PG	.4	81	11	41	116	21
17	Emrg Min	.4	79	34	39	113	65
24	City Lin	.4	86	57	36	123	110
04	Soph Mix	.4	84	23	34	120	44
16	Min Rows	.2	90	30	21	129	58
03	Agng Aff	.2	88	78	17	126	150
14	Bohm Mix	.1	85	1	11	121	2
12	Ft Georg	-.1	50	1	-6	71	2

END

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